



## Introducing Colgate's Galactic New Oral Care Line

### Star Wars And Star Wars: Episode I The Phantom Menace Oral Care Products Now In Stores

**New York, NEW YORK, May 25, 1999-** In a galaxy not so far away, Colgate-Palmolive Company has been steadily shipping its premium line of Star Wars and Star Wars: Episode I The Phantom Menace oral care products to food, drug and toy stores across the country. The new line is sure to bring the fantasy of the movies into kids', teens' and adults' bathrooms across the nation.

Colgate is proud to introduce its Star Wars toothpaste and toothbrushes for kids, teens and adults alike. Colgate offers a total of eight premium kids character toothbrushes designed with extra soft bristles to help protect children's gums and a diamond shaped head that fits into children's mouths comfortably for easy access to small back teeth. There are four Colgate Star Wars kids' character toothbrush designs: Darth Vader, Luke Skywalker, Princess Leia and R2-D2 with C-3PO. The four Colgate Star Wars: Episode I character toothbrushes consist of Anakin Skywalker, Jar Jar Binks, Darth Maul and Queen Amidala. In addition, special packs are available at select stores featuring Colgate Star Wars: Episode I kids' character toothbrush stands of Queen Amidala, Darth Maul, Jar Jar, Anakin and R2-D2. Look for new character stands soon.

Colgate also offers eight Teen/Adult Star Wars toothbrushes. These toothbrushes are designed with triple action bristles that clean along the gum line, between teeth and on tooth surfaces. The four Colgate Star Wars character toothbrushes include Darth Vader, Luke Skywalker, Princess Leia and R2-D2 with C-3PO. The Colgate Star Wars: Episode I character toothbrushes are Jar Jar Binks, Darth Maul, Queen Amidala and C-3PO.

Of course one can't complete his/her Star Wars experience without Colgate Star Wars galactic bubble mint flavor toothpaste! Colgate's newest kids' toothpaste includes two Star Wars designs, Darth Vader and C-3PO with R2-D2. It's a cool, fun, flavor in a deep blue sparkling gel available in a non-mess 5.6 oz stand-up tube. Colgate Star Wars: Episode I toothpaste designs include Anakin Skywalker, Jar Jar Binks and a Sith Lightsaber Battle Scene.

"Colgate's new Star Wars Oral Care products make brushing fun while simultaneously promoting healthy oral hygiene for Jedi of all ages," says Jack Haber, Vice President and General Manager of U.S. Oral Care for Colgate-Palmolive.

Colgate Star Wars toothbrushes and toothpaste began shipping nationwide to food, drug, and mass merchandisers on February 1, 1999. Colgate Star Wars: Episode I toothbrushes and toothpaste were shipped nationwide to food, drug and mass merchandisers for May 3 merchandising. The toothbrushes have a retail average selling price of \$2.99 and the toothpaste, available in 5.6 oz stand-up tubes, is also retailing for \$2.99.

Colgate has developed its most comprehensive kids' launch display program behind the Colgate Star Wars product launch. There are five display options with product counts from 36 units to 120 count, 6' character units, as well as a custom-designed 360 count checkout lane unit and a toy aisle permanent sidekick featured in the mass class of trade.

National promotional support will include high value newspaper inserts, starting with a full-page insert on May 23, the first weekend Episode I is in the box-office.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

Lucas Licensing Ltd. manages all the domestic and international merchandising activities of the Star Wars and Indiana Jones properties. Star Wars is the most successful film-based merchandising program in history. The Star Wars licensing program is renowned for its attention to product detail and quality in the fields of publishing, toys, games, collectibles, apparel and home furnishings.

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