



Colgate Declares Regular Quarterly Dividend

NEW YORK, NEW YORK, January 13, 2005.... The Board of Directors of Colgate-Palmolive Company (NYSE:CL) today declared quarterly cash dividends of \$.24 per common share, payable on February 15, 2005, to shareholders of record on January 26, 2005. The Company has paid uninterrupted dividends on its common stock since 1895.

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About Colgate-Palmolive: Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Ajax, Axion, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's website at <http://www.colgate.com>.