



Colgate-Palmolive Signs Tennis Champion Maria Sharapova to Multi-Year Sponsorship

NEW YORK (April 28, 2005) - Colgate-Palmolive announced today that it has signed a multi-year sponsorship of reigning Wimbledon Champion and current number-two-ranked Maria Sharapova for its global deodorant, antiperspirant and body spray brands, which include Lady Speed Stick® in the U.S. and Soft & Gentle® and Palmolive® in Europe.

The initiative with Maria Sharapova will enable Colgate-Palmolive to further build its deodorant, antiperspirant and body spray brands through numerous consumer and trade channels, including advertising, in-store, promotions, public relations, direct marketing and online opportunities. This comprehensive global sponsorship was negotiated through IMG, her management company.

Sharapova's stature as an athlete, complemented by her beauty, grace and "active, on-the-move" lifestyle corresponds perfectly with the Lady Speed Stick brand values. She embodies everything that these brands stand for: power, protection, reliability and confidence.

"Maria is one of the most internationally recognized, popular and admired players in the game of tennis. We believe that on a global basis, she is uniquely suited to help us build our brands," said Mary-Ann Somers, Worldwide Director, Under Arm Products, Colgate-Palmolive. "Last year, Maria played in 20 singles tournaments in 11 different countries, and her popularity continues to grow."

Russian-born Sharapova, who moved to the U.S. at age seven, began her career on the junior circuit at age 14. In the 2001 season, Sharapova won 25 out of 28 matches and beat her own record by winning 26 of 29 matches the following year. In 2003, Sharapova entered the WTA professional women's circuit and in her first season won two professional titles: Quebec City and the Japan Open. By the end of the year she was ranked 32nd best player in the world. Now a top-five-ranked player, Sharapova won her first Grand Slam title at Wimbledon in 2004.

"I'm very excited to be part of the Colgate-Palmolive family," said Sharapova. "These products are such a part of both my personal and professional life - there's such a natural connection for me. I'm looking forward to working with them for years to come."

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Surface 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. For more information about Colgate-Palmolive and its products, visit the company's web site at www.Colgate.com.

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