



## **Murphy® Oil Soap Spices Up The Category By Introducing A Multi-Use Wood Cleaner With Orange Oil**

NEW YORK (Jan. 12, 2004) - Leveraging the growing trend of natural orange oil in cleaners, Murphy® Oil Soap is introducing a multi-use wood cleaner with orange oil. With the lasting scent of fresh oranges in a convenient trigger spray bottle, consumers can experience a great clean with a lasting scent from a brand they trust.

Murphy® Oil Soap Multi-Use Cleaner with Orange Oil safely cleans dust, grease, grime and wax buildup to reveal wood's natural beauty, without any greasy residue. The spray bottle makes it convenient to clean wood furniture, cabinets and more, all with no dulling residue.

Fragrance is among the most important attributes of a household cleaner. More than ten percent of all the scented liquid cleaners currently on the market are Orange.

"Consumers will love new Murphy® Oil Soap Multi-Use Wood Cleaner with Orange Oil because it smells great, and has the strong cleaning quality and effectiveness they expect from Murphy®, America's #1 Wood Cleaner," said Peter Ryan, Vice President and General Manager of U.S. Home Care.

Founded in 1905 by Jeremiah T. Murphy, Murphy® Oil Soap has been a trusted name in all-purpose household cleaning and wood product care for nearly 100 years. The Murphy® brand name and its products, Murphy® Oil Soap, Murphy® Just Squirt & Mop and Murphy® Soft Wipe and now Murphy® Oil Soap Multi-Use Cleaner with Orange Oil are all a part of the Colgate-Palmolive Household Surface Care division, joining global leading brands such as Palmolive®, Ajax® and Axion®.

Murphy® Oil Soap Multi-Use Cleaner with Orange Oil begins shipping to food, drug and mass merchandisers January 2004. It will be available in a 22 oz. spray bottle for a retail average selling price of \$2.99. It will be supported by in-store displays and FSIs beginning early next year.

For more information about household cleaning and wood care, call 1-800-486-7627 or consult the Murphy® Wood Care Center at [www.murphyoilsoap.com](http://www.murphyoilsoap.com).

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, Ultrabrite 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](http://www.Colgate.com).

To view an image of new Murphy® Oil Soap Multi-Use Cleaner with Orange Oil, please visit: <http://www.newscom.com/cgi-bin/prnh/20040108/MURPHY>