

Big Changes In Store For The Oral Care Aisle As Colgate Re-Energizes The Kids Category

New licenses, new flavors and new packaging bring new life to the Colgate Kids Oral Care Line in 2003

NEW YORK (July 3, 2003) - The Oral Care Aisle will be hot this summer as Colgate begins introducing a fleet of new and exciting kids oral care products. Taste and trends change, so the Colgate Kids Oral Care line is changing too introducing innovative and sophisticated new products to appeal to today's, and tomorrow's kids.

Colgate is introducing a Colgate® Toothbrush featuring LEGO® Jack Stone™ 1,2 , a new flavor and new packaging for Colgate® 2in1 Kids, Colgate® BABY LOONEY TUNES³ Toothpaste with a Musical Cap and the Colgate® He-Man™ 4 line of oral care products.

"Getting children to brush their teeth is a constant challenge for parents," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "By introducing quality products with hot character licenses, favorite flavors and value-added features, we make brushing fun for kids and give parents the assurance that their children are using products made by a brand they trust."

Colgate® Toothbrush featuring LEGO® Jack Stone™

Kids will think their parents have flipped when they are told to go brush their teeth and play with a favorite toy at the same time! Global powerhouses Colgate and LEGO Company have teamed up to create a fun and innovative new toothbrush, which combines the trusted oral care expertise of Colgate with a LEGO® collectible toy for boys and girls ages four and up.

The new Colgate® Toothbrush featuring LEGO® Jack Stone™ is a truly different, one-of-a-kind brush. The toothbrushes will feature the Jack Stone™ collectible figure (there are four different figures) encapsulated in a rocket. The high quality figure with moveable parts can be taken out of the toothbrush for play and fits all LEGO® toy sets. Kids will want to collect them all!

The LEGO® brand has exceptional penetration among U.S. households⁵ and 97 percent LEGO® aided brand awareness amongst moms with kids⁶ .

The new Colgate® Toothbrush featuring LEGO® Jack Stone™ will begin shipping to food, drug and mass merchandisers nationwide in June 2003. Colgate will encourage dual placement of this toothbrush in the oral care aisle and toy aisle of retailers. The toothbrush will have a recommended retail average selling price of \$3.49. The introduction will be supported by FSIs as well as in-store displays featuring a tie-in promotion with LEGO Company.

Colgate® 2in1 Kids Watermelon

New flavors are an opportunity for further toothpaste category growth as taste is the number one reason for choosing a kids toothpaste brand⁷ . Now joining the already very popular Colgate® 2in1 Kids Bubble Gum Toothpaste is Colgate® 2in1 Kids Watermelon.

The introduction of a watermelon variant will bring additional kids into the Colgate® 2in1 Kids franchise and will also trade-up kids toothpaste shoppers with its higher price point. Kids will love the unique flavor as well as the cool shrink-wrap label and fun graphics. (The original bubble gum variant will also be getting new packaging.)

Colgate® 2in1 Kids Watermelon Toothpaste will begin shipping to food, drug and mass merchandisers in June 2003. A 4.6 oz. size will have a recommended retail average selling price of \$2.99.

Colgate® BABY LOONEY TUNES Musical Cap Toothpaste

How do you make brushing more fun for kids and give moms peace of mind that their kids are brushing long enough? Give them new Colgate® BABY LOONEY TUNES Musical Cap Toothpaste!

Proper tooth brushing is an important step in a child's development. But the reality is kids don't always like to brush and they often don't brush long enough. The musical cap not only makes brushing fun, but encourages children to brush for the length of time recommended by dentists and hygienists.

Here's how it works: when the cap is opened, it plays music for 70 seconds. Kids brush as long as the music plays. When the song is over, they're done brushing!

The launch of a similar Colgate product in Canada grew the kids category by 7 percent. Colgate® BABY LOONEY TUNES

Musical Cap Toothpaste has a mild bubble fruit flavor. It begins shipping to food, drug and mass merchandisers in June 2003. A 4.2 oz. tube will have a recommended retail average selling price of \$2.99.

Colgate® He-Man™ Toothbrush and Toothpaste

Kids ages four and up will want to brush their teeth with the "Most Powerful Man in the Universe" and his team after the introduction of the new Colgate® He-Man™ line of oral care products.

He-Man™ action figures were originally launched in 1982 and enjoyed incredible popularity, with \$1 Billion in He-Man™ toys and merchandise being sold between 1985 and 1990. Now targeting a new generation of kids, He-Man™ was relaunched in August 2002.

Targeted to boys four and up, Colgate® He-Man™ Toothbrushes will be available with three characters: He-Man™, Skeletor™, and Man-At-Arms™, and the toothpaste will be available in the He-Man™ and Skeletor™ characters. The new brushes and paste will be line-priced with Colgate® Barbie™ with a retail average selling price of \$2.49. Colgate® He-Man™ Toothbrushes and Toothpaste begin shipping to food, drug and mass merchandisers in June 2003.

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. # # # # 1,2 &#copy; 2002 The LEGO Group. LEGO, the LEGO logo and JACK STONE are trademarks of The LEGO Group. Manufactured under license by Colgate-Palmolive Company., "Jack Stone" is a purely fictional name. Any similarity to the name of any actual person or imaginary character is completely unintentional and coincidental.