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New Survey Reveals That 94% of Americans Feel Sponge Odor Impacts Their Kitchen's Cleanliness Most

Ultra Palmolive® Dish Liquid Makes it Easy to Keep Dishes Clean and Sponges Smelling Fresh

NEW YORK, N.Y., - A kitchen may look spic and span, but one stinky sponge can easily mask all your hard work. The new "Dirty Dishes Dilemma" survey by Palmolive® reveals that close to nine out of ten households (86%) have encountered a bad smelling sponge and almost everyone surveyed (94%) said they felt this particular odor impacts their kitchen's cleanliness most.

The survey of more than 1,000 U.S. adults, fielded by Kelton Research, highlights the importance of a clean, fresh smelling kitchen sink. From weeknight dinners to weekend brunches, and every meal in between, families are scrubbing an average of 140 items, such as glasses, silverware and dishes, in their sinks every month. With grease, oil and food debris piling up on pots, pans and plates, 83% of Americans say that the fresh smell of a brand new sponge is quickly lost, sometimes in just a few weeks' time or less.

Since eliminating daily dish washing isn't an option, families need an efficient way to keep their dishes clean and that stinky sponge smell at bay. Ultra Palmolive® Dish & Sponge Fresh™ Dish Liquid eases the cleanup process with its fragrant formula. Its dual-action formula washes away odor causing residue on sponges while its powerful grease cutting action helps remove stuck-on food. Dishes are left sparkling clean and sponges are left smelling fresh. Proper sponge cleaning, like removing remaining food particles and thoroughly rinsing your sponge after using Ultra Palmolive® Sponge Fresh™ to clean your dishes will also help keep your kitchen sink clean and your sponge smelling fresh.

"We recognize that the kitchen is the heart of the home and that families spend a large amount of time cooking and cleaning up in this space," said Mark Connelly, Marketing Director, U.S. Home Care Marketing, Colgate-Palmolive. "Ultra Palmolive® Dish & Sponge Fresh™ Dish Liquid enhances the clean-up process by helping to reduce that lingering sponge odor that is left after you wash your dishes."

Ultra Palmolive® Dish & Sponge Fresh™ Dish Liquid is currently available at mass retailers and grocery stores nationwide. The suggested retail price is \$3.29 for a 25-oz bottle. For more information, please visit www.Palmolive.com.

About the Survey

The survey was conducted online in two parts by Kelton, from July 1 - August 7, 2012 (Part 1) and August 20 - 24, 2012 (Part 2), among a nationally representative sample of U.S. adults, age 18 and older. The sample size for Part 1 of the survey is 1,000 US adults, margin of error +/-3.1%; the sample size for Part 2 of the survey is 1,018 US adults, margin of error +/-3.1%.

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive 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, Elmex, Tom's of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.Colgate.com. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.ColgateBSBF.com>.