



February 13, 2014

## **New Speed Stick® GEAR™ Brand Partners With Swan Racing Rookie Cole Whitt To Engage Consumers**

NEW YORK, NY -- Today, the Speed Stick® GEAR team announced a new partnership with American stock car driver and Rookie of the Year candidate in the 2014 NASCAR Sprint Cup Series - Cole Whitt. As part of this new partnership, Speed Stick® GEAR™ has proudly become the primary sponsor of Whitt's No. 26 car for Swan Racing during the 2014 Daytona 500.

Additionally, Speed Stick® GEAR™ is currently filming a documentary series that will chronicle Whitt's preparation and in-car experience leading up to this year's Great American Race™ - the Daytona 500. Often regarded as the most important and prestigious race on the NASCAR calendar, the Daytona 500 will take place on Sunday, February 23, 2014 and is televised nationwide.

"As a young, emerging competitor, Cole Whitt is about to embark on an experience that aligns perfectly with our brand story," said Bill Van Da Graaf, Vice President and General Manager, U.S. Personal Care, Colgate-Palmolive. "We're so excited to connect consumers with Speed Stick® GEAR™ by capturing and sharing Cole's personal experience on the track."

Beginning March 2014, our documentary series featuring Whitt's journey to the Daytona 500 will be available on the SpeedStick® YouTube channel at [www.youtube.com/speedstick](http://www.youtube.com/speedstick).

"Nothing is more heart-pounding than driving 200 miles per hour, just inches apart - especially in front of tens of millions of people," said Cole Whitt. "Preparation is everything. My crew, my car and my body have to perform at an advanced level."

Speed Stick® GEAR™ is a new line of antiperspirants with DRYCORE™ technology designed for advanced performance, keeping guys dry even in the most pulse-inducing conditions imaginable - like racing in the Daytona 500.

New Speed Stick® GEAR™ is now available at mass retail and grocery stores nationwide. To learn more about Speed Stick® GEAR™ products, please visit [www.speedstick.com](http://www.speedstick.com).

### **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-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, Sanex, 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 website at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.

### **About Swan Racing**

Swan Racing is a professional stock-car racing team, based in Statesville, N.C., that competes full-time in 36 nationally televised races in the NASCAR Sprint Cup Series. Swan Racing fields two teams driven by Parker Kligerman (No. 30) and Cole Whitt (No. 26). The team is owned by Swan Energy CEO Brandon Davis.