



Colgate Gives Young Smiles Some Style With New Powered Toothbrushes

Colgate Bratz Toothbrushes Feature the Popular Line of Fashion Doll

NEW YORK (Jan. 13, 2004) - Colgate-Palmolive announces the introduction of new Colgate® Bratz™ Powered Toothbrushes featuring the popular line of fashion dolls. Now girls everywhere can bring the latest fashion trends into their own bathrooms.

The Bratz™ are fashion dolls and accessories that have taken the toy world by storm. Awarded U.S. Family Fun Toy of the Year by the Toy Industry Association in 2003, Bratz sales continue to grow MGA Entertainment, Feb./Apr. 2003. The new toothbrushes from Colgate feature 3-D sculpt handles of three popular Bratz characters: Cloe™, Dana™ and Yasmeen™, each wearing the season's latest styles. Girls can choose their favorite one, or collect all three character brushes.

"The new toothbrushes combine cutting edge fashion details that are so popular with young girls with the oral care expertise of Colgate," said Suzan Harrison, Vice President and General Manager, Oral Care. "The collectibility of the Bratz franchise will also drive multiple purchases of the toothbrushes."

Bratz are hot and girls can't get enough of them. The stylish dolls will be featured in a direct-to-video movie release in early 2004, and licenses for the franchise will be expanded into consumer electronics, sporting goods and stationery products. The brushes are aimed at girls aged 7 to 13 - giving retailers an incremental opportunity because licensed brushes do not typically target this age group.

Colgate Bratz Powered Toothbrushes will begin shipping to food, drug, and mass merchandisers in February 2004. They will have a retail average selling price of \$6.99.

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® brand, 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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To view an image of Colgate® Bratz™ Powered Toothbrushes, visit:
<http://www.newscom.com/cgi-bin/prnh/20040113/COLGATE>