



Murphy Soft Wipe™ Makes Cleaning Wood Surfaces Just Too Easy To Avoid

New convenient, pre-moistened wipe cleans wood safely and easily

NEW YORK - Cleaning wood baseboards and kitchen cabinets traditionally is one of those household chores most people try to avoid, but not any more. With the introduction of Murphy Soft Wipe™, cleaning woodwork, cabinets and furniture is now convenient, quick and easy.

Murphy Soft Wipe™ is a large, pre-moistened wipe safe for use on all finished or painted wood surfaces. Its practical "peel and re-seal" packaging is designed to keep the wipes, moistened with Murphy® Oil Soap, ready for use. They're disposable, too, so cleaning is as easy as peel, wipe and toss.

Plus, since Murphy® Oil Soap is an all-purpose cleaner, there's no need to carry multiple cleaning products around from room to room. And consumers can count on the same cleaning quality, care and effectiveness they've come to expect from Murphy's® line of wood care products over the years.

Murphy Soft Wipe™ is packaged 18 wipes per package and can be found on store shelves in home care and cleaning product departments everywhere at an average retail price of \$2.99.

"When it comes to household cleaning products, everyone is looking for convenience and time-savings - but not at the expense of quality," said Peter Ryan, Vice President & General Manager, U.S. Household Care for Colgate-Palmolive. "Our new Murphy Soft Wipe™ product makes cleaning all wood surfaces around the home convenient, quick and effective."

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 almost 100 years. The Murphy's® brand name and its products, Murphy® Oil Soap, Murphy® Oil Soap Spray and Murphy® Just Squirt & Mop, are all a part of the Colgate-Palmolive Household Surface Care division, joining global leaders such as Palmolive®, Ajax® and Axion®.

For more information about household cleaning and wood care, call 1-800-486-7627 or consult Murphy's® Wood Care Center available at 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, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.