



Colgate Declares Regular Quarterly Dividend

New York, New York, January 9th, 1997 - The Board of Directors of Colgate-Palmolive Company declared quarterly cash dividends on the Company's common stock and \$4.25 preferred stock. The Company has paid uninterrupted dividends on its common stock since 1895.

	Rate	Date	Payment To Shareholders
Common Stock	\$.47	2/17/97	1/27/97
\$4.25 Preferred Stock	\$ 1.0625	3/31/97	3/17/97

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. Colgate sells its products in 212 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Kolynos, Ajax, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.