

April 9, 2013

Murphy[®] Oil Soap And The Arbor Day Foundation Team Up To Launch The "Repin. Reforest." Campaign

NEW YORK, NY - Murphy[®] Oil Soap has partnered with the Arbor Day Foundation, the largest non-profit membership organization dedicated to planting trees to generate awareness of the importance of tree conservation as well as helping to protect forests throughout the world, to launch the household cleaning brand's new social media campaign - "*Repin. Reforest.*"

According to the Arbor Day Foundation, replanting trees in natural areas is critical and the U.S. Forest Service claims more than a million acres of devastated forests are in need of replanting. In response, Murphy[®] Oil Soap is spreading the word about forest preservation through "*Repin. Reforest.*", a unique social media campaign where consumers can help raise donations for the Arbor Day Foundation by "repinning" images that inspire them from Murphy[®] Oil Soap's Pinterest[®] page.

"Murphy[®] Oil Soap has been caring for wood for more than a century and we think it's important to save the forests where wood comes from," said U.S. Home Care Vice President and General Manager, Derek Gordon, Colgate-Palmolive. "Our "*Repin. Reforest.*" Pinterest[®] campaign allows consumers to spread the word about this important environmental issue, while helping the Arbor Day Foundation to plant trees throughout the U.S. for a more beautiful, sustainable world."

To kick off this new campaign, Murphy[®] Oil Soap is donating \$50,000 to the Arbor Day Foundation to help support forest restoration efforts. Furthermore, for each repin of an image from the Murphy[®] Oil Soap Pinterest[®] page between April 8 and June 30, 2013, the brand will donate \$1.00 (USD), up to \$20,000, to the Arbor Day Foundation to help plant trees in forests across the U.S., for a maximum donation of \$70,000.¹

The Murphy[®] Oil Soap Pinterest[®] page features a variety of boards as a tribute to wood, including:

- Inspirational images of home and building interiors
- A collection of interesting wood pieces - from furniture to wooden toys - that showcases the beauty of new, old and repurposed wood
- Beautiful images of trees and inspirational quotes

"We are thrilled to have the generous support of Murphy[®] Oil Soap as we continue to sustain and broaden the reach of all of our national programs, helping to restore forests and preserve woodland resources for this and future generations," said Dan Lambe, Vice President of Programs for the Arbor Day Foundation.

For more information on the "Repin. Reforest." campaign, please visit www.colgate.com/murphy-oil-soap/saving-trees or www.Pinterest.com/MurphyOilSoap/Repin-Reforest.

REFERENCES

¹ No purchase required. Purchases will not increase donation amount. For every repin from the Murphy[®] Oil Soap "Repin. Reforest" Pinterest[®] page between April 8, 2013 and June 30, 2013, Murphy[®] Oil Soap will donate \$1.00 (USD) to the Arbor Day Foundation, for a minimum donation of \$50,000 and a maximum donation of \$70,000. Pinterest[®] is the Registered Trademark of Pinterest, Inc.

About Murphy[®] Oil Soap

Murphy[®] Oil Soap contains 98% naturally-derived ingredients that safely clean finished wood and other household surfaces without leaving any dulling residue. Its product portfolio includes Murphy[®] Oil Soap Original Formula, Soft Wipes, Clean and Shine Orange Oil Spray and Squirt & Mop Wood Floor Cleaner. For more information, visit www.MurphyOilSoap.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.colgatepalmolive.com. To learn more about Colgate Bright Smiles, Bright Futures[®], Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>. CL-C

About The Arbor Day Foundation

The Arbor Day Foundation is a non-profit conservation and education organization of one million members, with the mission to inspire people to plant, nurture and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.