



## **Colgate-Palmolive Names Jack Haber Chief Web Officer**

Colgate-Palmolive (CL) today announced that Jack Haber, formerly VP & General Manager of the company's U.S. Oral Care business, has been promoted to Chief Web Officer, responsible for leadership of all of Colgate's commercial internet activities globally, including e-commerce.

In accepting this promotion, Haber said, "The Internet is dramatically changing the way that we do business. I am very excited to have the opportunity to implement a global strategy for shaping the way we will do business online."

Mr. Haber was the ideal candidate to lead Colgate into this exciting and evolving area. During his 18 years with Colgate, he has distinguished himself as a creative and entrepreneurial business professional. He started in Colgate's U.S. Oral Care Marketing in 1981. In 1990, he became Marketing Director of Colgate-Palmolive Spain and then returned to the U.S. as Director of Global Oral Care, where he led the global expansion of Colgate Total. In 1995 he rejoined the Colgate U.S. Company. There, he oversaw an unprecedented level of new-product activity that culminated in the launch of Colgate Total and Colgate Total Fresh Stripe which returned Colgate to undisputed toothpaste share leadership in the U.S.

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 over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Protex, Sorriso, Kolynos, Ajax, Axion, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.