



Colgate-Palmolive Brings #1 Fine Fabric Liquid Detergent In Mexico To U.S. Consumers

Vel Rosita To Help Colgate And Retailers Grow Fabric Care Category In Hispanic Markets

NEW YORK, NY (October 21, 2002) Colgate-Palmolive is bringing the leading fine fabric detergent in Mexico to U.S. consumers with the launch of Vel Rosita, a liquid laundry detergent for both hand washing and machine washing of delicate clothing.

Vel Rosita has a proven track record of success in key Latin American markets, having first launched in Mexico in 1972. Last year, Vel Rosita achieved an 80.5 share of the market in Mexico.

"We are leveraging the success of Vel Rosita in Latin American markets to expand our reach with Hispanic consumers in the U.S., and to take advantage of the opportunity for growth in the fabric softener category," said Francisco Munoz, General Manager of U.S. Fabric Care. "This is also a win for retailers who can continue offering products targeted to Hispanic consumers."

The U.S. Hispanic population continues to grow and currently represents 12.5 percent of the entire U.S. population. In fact, 25 percent of all new households in the U.S. during the 1990s were Hispanic. And 60 percent of these Hispanics are Mexicans, who are extremely loyal to their products. For example, Suavitel Fabric Softener, another leading brand in Latin America, was brought to the U.S. in late 1997. It is now the fastest growing fabric softener brand in the U.S. market.

Vel Rosita can be used as a hand wash or in the washing machine. It will be offered in a 16 oz size with a \$3.49 suggested retail price. It arrives at U.S. retailers in mid October.

The launch will be supported by a strong promotional plan, including in store demonstrations, participation in Hispanic events, bilingual point of sale materials and consumer sampling. Advertising begins in early 2003.

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. For more information about Colgate-Palmolive and its products, visit the company's web site at www.Colgate.com.