



Colgate Completes Strategic Latin American Oral Care Acquisition Of Kolynos

NEW YORK, NEW YORK, January 10, 1995 ... Colgate-Palmolive today announced completion of its acquisition of Kolynos, a \$300 million Oral Care business with strong market shares in South America, from American Home Products. Under terms of the previously announced acquisition, Colgate paid \$1.04 billion.

The acquisition increases Colgate's worldwide leadership from above 40% to almost 50% market share in its global toothpaste markets, and increases Colgate worldwide Oral Care sales to almost \$2.5 billion. With Kolynos, Colgate's market share of the overall Latin American toothpaste market increases significantly above its prior level of 54%.

Colgate-Palmolive is a leading global consumer products company, focusing on the core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Dietary Care. Colgate markets its products in 194 countries and territories under such strong global brand names as Colgate, Palmolive, Mennen, Ajax, Fab and Softsoap, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.