



Colgate-Palmolive Introduces Speed Stick Ultimate Deodorant

Product Delivers Long-Lasting Deodorant Protection With A Continuous Antibacterial Odor Protection Formula

New York, NEW YORK, August 13, 1998 - Building on the success of last year's launch of Speed Stick Ultimate anti-perspirant, the Colgate-Palmolive Company is now introducing Speed Stick Ultimate deodorant, a revolutionary new long-lasting deodorant with technology that provides continuous antibacterial odor protection.

The new proprietary odor-absorbing formula in Speed Stick Ultimate deodorant releases scent continually -- with fragrance delivery lasting up to 24 hours. The continuous antibacterial formula for which a patent is pending also contains Triclosan for antibacterial odor protection.

"Speed Stick Ultimate anti-perspirant has been a strong performing product for retailers since it was launched in September 1997, delivering a 15% higher retail dollar ring per ounce versus competitive stick anti-perspirants," says Sheila Hopkins, Vice-President & General Manager of U.S. Personal Care for Colgate-Palmolive. "New Speed Stick Ultimate deodorant will build on this success and continue to grow category usage and dollars versus key competitive deodorant sticks."

New Speed Stick Ultimate deodorant targets the heaviest users of underarm products -- young men ages 15-29. Research shows that 72% of young men overwhelmingly prefer sticks/solids, young men aged 15-29 rank antibacterial odor protection as their #1 unmet protection need in a deodorant stick, and 75% want a deodorant which provides long lasting odor protection.

The Anti-Perspirant/Deodorant category continues to grow, generating large dollars at retail. Latest 12 months category dollars were up 2.3% to \$1.59 Billion vs. Year Ago (Source: A.C. Nielsen Co., 3-outlet data dollars 12 months ending 3/98) with stick products bringing in the majority of the category dollars holding 56% of the market (Source: A.C. Nielsen Co., 3-outlet data dollars 12 months ending 3/98). New products have fueled this growth, accounting for 89% of the growth in category dollars (Source: A.C. Nielsen Co., 3-outlet data dollars 12 months ending 3/98).

The Speed Stick franchise has been outpacing category growth. It is currently the #1 brand within the men's Anti-Perspirant/Deodorant Stick Segment (Source: A.C. Nielsen Co., 3-outlet data dollars 12 months ending 3/98).

New Speed Stick Ultimate deodorant is available in three masculine scents in the following sizes: Northern Ice in 2 oz., Cool Spice in 2.0 oz. and 3.0 oz. and Power Sport in 2.0 oz. and 3.0 oz. With young and contemporary packaging, these products will have a highly appealing shelf impact. Speed Stick Ultimate deodorant starts shipping to food, drug, and mass merchandisers on September 14, 1998.

The launch will be supported with \$20 million in consumer spending to attract consumers and drive volume early. Plans include new television advertising from Young & Rubicam beginning in the 4th Quarter of 1998, targeted sampling to young men and introductory high value FSIs.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household 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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.