



CELEBRITY CHEF CAT CORA TEAMS UP WITH ULTRA PALMOLIVE® ANTIBACTERIAL DISH LIQUID TO SERVE UP SIMPLE WAYS TO KEEP KITCHEN BACTERIA AT BAY

Cora's Cooking Preparation Tips Help Consumers Prevent Cross-Contamination in the Kitchen

The Palmolive® brand has joined forces with celebrity Chef Cat Cora to offer simple solutions for combating cross-contamination during the cooking process. Chef Cat Cora, as a spokesperson of Ultra Palmolive® Antibacterial Dish Liquid, is helping spread awareness to consumers about simple ways to sideline cross-contamination in the kitchen.

"My family is the most important thing to me and figuring out ways to prevent cross-contamination while creating meals is key," said Chef Cat Cora. "Using Ultra Palmolive Antibacterial Dish Liquid to clean throughout the cooking process gives me peace of mind that I'm doing all I can to help keep bacteria in my kitchen at bay."

Ultra Palmolive Antibacterial Dish Liquid is the only dish liquid approved to kill 99.9 percent of E. coli, Salmonella and Staph on dishes and hard non-porous surfaces in 30 seconds when used as directed.

"We understand that everyone from top chefs to everyday consumers want to do all that they can to keep their kitchen clean while they cook," said Bill Van de Graaf, General Manager, U.S. Home Care, Colgate-Palmolive. "Combining Chef Cora's expert tips with the cleaning power of Ultra Palmolive® Antibacterial Dish Liquid are important steps that may help reduce bacterial cross-contamination in the kitchen."

Consumers in search of additional cleaning-while-you-cook solutions can visit www.palmolive.com where Cat Cora offers:

- Expert tips on careful cooking preparation
- Exclusive recipes from Chef Cat Cora
- Video demonstrations about ways to keep the most common kitchen bacteria at bay

Ultra Palmolive® Antibacterial Dish Liquid is currently available at mass retailers and grocery stores nationwide. The suggested retail price is \$3.49 for a 25-oz bottle. Please visit www.palmolive.com for more information.

ABOUT COLGATE-PALMOLIVE COMPANY

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® Brand, Murphy® Oil Soap, and Ultra Brite®, 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.

ABOUT CHEF CAT CORA

In 2005, Chef Cat Cora made television history by becoming the first and only female Iron Chef on Food Network's *Iron Chef America*. The mother of four boys has authored three top-selling cookbooks, opened three restaurants in partnerships with Macy's (CCQ), Walt Disney World Boardwalk Resort (*Kouzzina by Cat Cora*), and her newest venture, Cat Cora, which opens in the Virgin Terminal at San Francisco International in April 2011 as well as launched her own collection of wines, entitled *Coranation*. In January 2011, Cora launched her first line of cookware with Starfrit, Canada's leading purveyor of eco-friendly cookware and kitchen gadgets, and introduced her Cat Cora's Kitchen line of olive oils, vinegar, cooking sauces and tapenades by Gaea, the leader in Greek specialty food products. In March 2011, Cora released her first children's book, *Suitcase Surprise for Mommy* (Dial Books, 2011) a sweet and comforting tool for kids and parents to use when Mom or Dad have to travel. Cora is the co-host for Disney's "Muppets Kitchen with Cat Cora" and "Hasty Tasty" web series, and is currently working on a project with the Oprah Winfrey Network (OWN). In 2004, Cora, an avid philanthropist and UNICEF spokesperson, founded Chefs For Humanity in response to the tsunami disaster in Indonesia. This not for profit organization has partnered with Share Our Strength as well as the World Food Programme to provide nutrition education and hunger relief worldwide. For more information please visit, www.catcora.com and follow Cat on [Twitter \(@catcora\)](https://twitter.com/catcora) and Facebook.