



Colgate-Palmolive Celebrates Hispanic Heritage Month With the Kick-Off of This Year's "Haz la U" Scholarship Program

NEW YORK, NY (September 1, 2010) - Colgate-Palmolive celebrates September's Hispanic Heritage Month with the kick-off of this year's "Haz la U" ("Make the U") scholarship program. In partnership with the Hispanic Scholarship Fund, the nation's leading Hispanic scholarship organization, Colgate's "Haz la U" will award educational grants to eligible Hispanic-American students pursuing higher education.

The educational achievement gap facing Hispanic-American children remains a significant issue. One of every three Hispanic-American students fails to complete high school and, according to recent U.S. Census estimates, only about 9 percent of Hispanics have bachelor's degrees.¹

"We're proud to celebrate Hispanic Heritage Month with the Hispanic Scholarship Fund," said David Cardona, Marketing Director, Multicultural Marketing, Colgate-Palmolive. "Colgate has long been active in supporting the Latino community and this initiative aims to encourage rising generations to pursue high education. With the support of the Hispanic Scholarship Fund, our 'Haz la U' program provides scholarship opportunities and educational outreach support to Hispanic-American students."

From now until December 31, 2010, high school seniors can apply to Colgate's "Haz la U" scholarship program by visiting www.colgate.com/hazlau. One grand prize winner will be awarded a one-time, \$15,000 educational grant and 10 applicants will be honored with a one-time \$2,500 educational grant. Eligible candidates must demonstrate strong academic performance and community commitment. All entries must comply with the program rules and guidelines.

"A lack of understanding about college requirements and limited finances are often barriers to attending college for Hispanic families," said Frank Alvarez, President and CEO, Hispanic Scholarship Fund. "Our mission is to strengthen America by advancing the college education of Hispanic-Americans. We're proud to continue this mission by partnering with Colgate on "Haz la U", which provides scholarship opportunities to young Latinos aspiring to achieve higher education goals."

For more information about Colgate's "Haz la U" program, please visit the Company's website at www.colgate.com/hazlau.

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.Colgate.com.

About the Hispanic Scholarship Fund

The Hispanic Scholarship Fund's (HSF) mission is to strengthen America by advancing the college education of Hispanic Americans. The organization delivers a range of programs to Hispanic families and students through community outreach and education, affordability via scholarships, college retention and career opportunities. HSF supports a successful path for Latinos to attain a college degree - creating an increasingly valuable asset for a stronger, more competitive America in the 21st century. Celebrating its 35th year, the Hispanic Scholarship Fund has awarded over \$300M, resulting in approximately 100,000 scholarships to students in need. Visit: <http://www.HSF.net>.

REFERENCES

¹ "From Risk to Opportunity: Fulfilling the Educational Needs of Hispanic Americans in the 21st Century." 2003