



Colgate® and Lego Company Team Up to Create a Great New Toothbrush for Kids

Two of the world's most powerful brands make brushing more fun

NEW YORK (Feb. 13, 2003) - Kids will think their parents have flipped when they are told to go brush their teeth and play with a favorite toy at the same time! Global powerhouses Colgate® and LEGO Company have teamed up to create a fun and innovative new toothbrush which combines the trusted oral care expertise of Colgate® with a LEGO®¹ collectible toy for boys and girls ages four and up.

The new Colgate® Toothbrush featuring LEGO Jack Stone™² is a truly different, one-of-a-kind brush. The toothbrushes will feature the Jack Stone™ collectible figure (there are four different figures) encapsulated in a rocket. The high quality figure with moveable parts can be taken out of the toothbrush for play and fits all LEGO® toy sets. Kids will want to collect them all! The Jack Stone™ figure is familiar to most young kids as being the lead character in the LEGO Jack Stone™ products popular role-play-based construction toy specifically developed for four- to six-year-old kids. Using more "brain-power" than "muscle-power", Jack Stone™ reconstructs his way out of trouble when he comes up with creative solutions to help his friends. Together with Jack Stone™, the kids can now save the day even when brushing their teeth. The LEGO® brand has exceptional penetration among U.S. households³ and 97 percent LEGO® aided brand awareness amongst moms with kids⁴. "When you combine the leader in kids' toothbrushes⁵ with the LEGO® toy powerhouse brand, you've got an interactive and collectible toothbrush like no other," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "This product encourages kids to brush with a product made by a brand parents trust."

The new Colgate® Toothbrush featuring LEGO Jack Stone™ will begin shipping to food, drug and mass merchandisers nationwide in June 2003. Colgate will encourage dual placement of this toothbrush in the oral care aisle and toy aisle of retailers.

The toothbrush will have a recommended retail average selling price of \$3.49. The introduction will be supported by FSIs as well as in-store displays featuring a tie-in promotion with LEGO 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, 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.

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