



Introducing new Ajax® Ruby Red Grapefruit Dish Liquid and Ajax® Orange Dish Liquid and Antibacterial Hand Soap

NEW YORK (May 13, 2004) - Colgate-Palmolive is putting a twist on efficacy by introducing new citrus variants to its Ajax® dish liquid line.

Ajax® has a trusted heritage representing powerful, traditional and affordable cleaning . In an effort to grow the business, Ajax® dish liquid is combining its proven efficacy with great new scents. By introducing new Ajax® Ruby Red Grapefruit dish liquid and Ajax® Orange dish liquid and antibacterial hand soap, the brand now offers more variety to the value consumer. The new dish liquid variants have an exciting new look on shelf with new label graphics and bi-lingual messaging.

"The Ajax® business is growing and consumers are buying more " says Peter Ryan, Vice President and General Manager U.S. Home Care for Colgate-Palmolive. "Value consumers are looking for great quality at less cost. They want a high level of cleaning performance at an affordable price and they want great scents." Value sensorial consumption grew 5.8 percent last year .

Ajax® Ruby Red Grapefruit dish liquid and Ajax® Orange dish liquid and antibacterial hand soap will be line priced with all Ajax 19 oz. and 38 oz. variants. The new products started shipping to food, drug and mass merchandisers nationwide on March 22, 2004.

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, 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.

To see a photo of new Ajax® Ruby Red Grapefruit dish liquid and Ajax® Orange dish liquid and antibacterial hand soap, please visit <http://www.newscom.com/cgi-bin/prnh/20040513/COLGATE>