

Mennen Speed Stick Hits A Grand Slam

Signs Alex Rodriguez As Brand Celebrity Spokesperson

New York, NEW YORK, January 28, 2000 - Colgate-Palmolive, global consumer products leader, recently announced its partnership with Major League Baseball all-star shortstop, Alex Rodriguez (known as "A-Rod" to his fans), as the new Mennen Speed Stick brand celebrity spokesperson, targeting U.S. Hispanic consumers.

Alex and Speed Stick are poised to be a winning team. "A-Rod is a role model to young men," says Sheila Hopkins, Vice President & General Manager of US Personal Care for Colgate-Palmolive. "He is not only charismatic, but exemplifies the important values of education, hard work, professionalism, and dedication to the family and community that we as a brand and a corporation support."

Athlete on the Rise

Born in New York of Dominican descent, and raised in Miami, Alex is perfectly comfortable in a bilingual, bicultural world. He was the first pick of the free-agent draft on June 3, 1993 and was chosen by the Seattle Mariners where he has been playing ever since. Key accomplishments include: the record for the most home runs by a shortstop in a single season (1998); three career major league grand slams; and first infielder to be part of the exclusive 40-40 club with 42 runs and 46 stolen bases. In addition to his athletic prowess, Alex is also known for his good looks. People Magazine voted him among the 50 Most Beautiful People in 1998.

The first commercial featuring Alex is for new Mennen Speed Stick Clear Stick anti-perspirant. It began airing on Spanish-language television in January 2000, targeting men 18-34. The advertising campaign, created by SiboneyUSA, communicates the athletic prowess, and strength of the star baseball player as well as the strength of new Mennen Speed Stick Clear Stick anti-perspirant.

In its commitment to corporate responsibility and as part of this relationship, Speed Stick will support Alex's efforts in community relations and education. Speed Stick was a major sponsor of a dinner hosted by Alex Rodriguez benefiting the Boys and Girls Club of Miami, Inc., an organization which serves children from disadvantaged communities.

Speed Stick Helps to Drive Growth of the Anti-perspirant Category

Since the 1992 acquisition of Mennen, Colgate has successfully marketed its line of deodorants and anti-perspirants throughout the world. Speed Stick contributes to category growth by identifying consumer needs and innovating new products.

Speed Stick Clear Stick anti-perspirant is the latest addition to the Speed Stick portfolio, which includes Speed Stick Ultimate anti-perspirant, Speed Stick Ultimate deodorant, Speed Stick gel, original Speed Stick anti-perspirant and original Speed Stick deodorant.

New Speed Stick Clear Stick anti-perspirant has a breakthrough formula that is clear so there are no messy white flakes left behind, feels less wet and sticky upon application than other clear products and gives men long-lasting protection against sweat and odor. It is available in three contemporary scents: Ocean Surf, Active Fresh and Aqua Sport.

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.