



Colgate-Palmolive Continues Leadership In Oral Health Education With Launch of First-Ever Online School Program

New Interactive Site Provides Online Learning and Interactive Activities for Teachers, Students and Parents to Promote Oral Health Education for Children

NEW YORK, NY December 26, 2000 - Colgate-Palmolive, the leader in oral care education for children around the world, is launching its first-ever online school curriculum as part of its Bright Smiles, Bright Futures oral health education and community-based program. The online education program is part of a new Web site, found at www.Colgatebsbf.com dedicated to oral health education.

The new site is a key part of the educational component of the Colgate Bright Smiles, Bright Futures program, which has been providing oral health education to children for 10 years. It is a community-based, oral health education and preventive care program for children that includes an in-school curriculum, community awareness activities and mobile dental vans. The vans, staffed by volunteer dentists who conduct free dental screenings, allow Colgate to reach five million children in the U.S. every year.

"Learning will be easier with our new online curriculum because teachers can access the materials and tailor them for their individual classes and lesson plans," said Dr. Marsha Butler, Worldwide Director, Professional Marketing and External Relations for Colgate-Palmolive. "We're also making learning fun by including interactive games designed for the whole family to encourage participation at home."

Colgatebsbf.com features a "virtual classroom" with online versions of the printed materials and in-school curriculum for third graders. The educational package, which is designed for pre-school/Head Start, first and third grade students, is currently distributed to classrooms, health educators, dental professionals and nurses to promote oral health education.

In addition to the online education materials, Colgate has added a new interactive section that promotes oral health education with fun and entertaining activities for students, parents and teachers. The section for teachers includes lesson plans and instructions for applying the activities for use in the classroom. In the section for parents, activities for the entire family encourage everyone to participate in games that reinforce key oral health education messages. Exciting activities for children on the new site include a virtual world tour, allowing children to visit countries like Australia and China and learn about oral care in different parts of the world; interactive games called "Fishy Friends" and "Animal Antics" with tips about oral care; and a brushing challenge that encourages brushing twice a day.

And as always, family privacy is of utmost importance to us at Colgate. In accordance with Colgate's privacy policy, children register with a first name and password only - allowing for access to all of the interactive games.

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.ColgatePalmolive.com.