

Colgate Introduces Hot New Kids Licenses - Colgate Teams Up With Nickelodeon for New Oral Care Lineup

NEW YORK (Oct. 4, 2004) - Colgate-Palmolive had brought new Nickelodeon licenses to the Kids Oral Care category. Licensed products account for almost half of all dollar sales in the kids oral care segment. Capitalizing on the success of these hot new licenses, Colgate introduced a kids' Battery-Powered Toothbrush featuring SpongeBob SquarePants™ and Friends, Colgate Blue's Clues™ Toothpaste with a Musical Cap, and Colgate® Liquid Toothpaste and 3D Toothbrush featuring The Fairly OddParents™.

Colgate® Kids' Battery Powered Toothbrush featuring SpongeBob SquarePants and Friends

Building on the success of the SpongeBob SquarePants manual 3D toothbrushes and toothpaste, Colgate introduced new Colgate® SpongeBob SquarePants Battery Powered Toothbrushes. The brushes have sculpted 3D handles featuring SpongeBob SquarePants, his pet snail, Gary™, and his starfish buddy, Patrick™ in colorful underwater scenes.

SpongeBob SquarePants is a phenomenon with kids. Airing on Nickelodeon, SpongeBob SquarePants is the most-watched animated kids show in the history of television with 55 million viewers monthly. And at retail, SpongeBob SquarePants licenses have generated two billion dollars in retail sales since its launch Holiday 2000. SpongeBob SquarePants will also be starring in his first feature film, The SpongeBob SquarePants Movie, which will debut on November 19, 2004.

Colgate Kids' Battery Powered Toothbrush featuring SpongeBob SquarePants and Friends has a retail average selling price of \$6.99. It began shipping to food, drug and mass merchandisers in August.

Colgate® Blue's Clues™ Toothpaste with Musical Cap

Adding to its already successful Musical Cap Toothpaste, Colgate introduced new Colgate® Blue's Clues™ Musical Cap Toothpaste. When the cap is opened, it plays music for 70 seconds. Kids brush as long as the music plays. When the song is over, they're done brushing!

Blue's Clues™ is an animated series popular among preschoolers and parents. Appealing to both boys and girls ages two to five, it is the number two show on commercial television.

The musical cap featuring Blue®, the friendly blue dog, and the popular Bubble Fruit® flavor help encourage children to brush longer for a healthier smile.

Colgate® Blue's Clues™ Musical Cap Toothpaste began shipping to food, drug, and mass merchandisers in August. It is available in a 4.2 oz. size, with a retail average selling price of \$2.99.

Colgate® Liquid Toothpaste and Toothbrush featuring The Fairly OddParents™

What's every kid's greatest fantasy? To have a pair of fairy godparents to grant their every wish!

Now kids can see Timmy Turner™ and his Fairly OddParents, Cosmo™ and Wanda™, in their own bathrooms with new **Colgate 2in1 Toothpaste and Toothbrush featuring The Fairly OddParents™**. The Fairly OddParents is ranked the #1 property in 2004 among kids 2-11 and #1 among kids 6-11.

The toothpaste is available in the popular Bubble Fruit flavor and comes in the easy-to-use stand-up bottle with flip-top cap. The toothbrush features a high-quality, sculpted 3D handle that is easy to grip, and scoop-trim toothbrush bristles. The standup brushes also have a toothpaste dose indicator, which tells kids how much toothpaste to use on the brush.

The toothpaste is available in a 4.6 oz. bottle at a retail average selling price of \$2.99. The toothbrushes is priced at parity to other premium kids toothbrushes at \$2.99. Both the toothpaste and toothbrushes began shipping to all food, drug and mass merchandisers in August.

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.

Nickelodeon, now in its 24th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 86 million households and has been the number-one-rated basic cable network for more than eight consecutive years. Nickelodeon, Nicktoons and all related titles, characters and logos are trademarks of Viacom International Inc.

To view a photo of new Colgate® Kids' Battery-Powered Toothbrush featuring SpongeBob SquarePants™ and Friends, Colgate® Blue's Clues™ Toothpaste with a Musical Cap, and Colgate® Liquid Toothpaste and 3D Toothbrush featuring The Fairly OddParents™, please visit <http://www.newscom.com/cgi-bin/prnh/20041001/COLGATE>

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