



Colgate-Palmolive Introduces New Fab® Caribbean Fresh™

Newest in the Fab® Line of Detergents Combines Tropical Fresh Sensorial Fragrance with Cleaning Power of Color Safe Bleach Alternative™ Action

NEW YORK (April 11, 2003)- Colgate-Palmolive continues to build on its strong Fab® laundry detergent performance, combining Color Safe Bleach Alternative™ action and a fresh, tropical sensorial experience in new Fab® Caribbean Fresh™.

New Fab® Caribbean Fresh™ laundry detergent delivers a fresh, powerful clean in both a powder and liquid detergent form. Its Color Safe Bleach Alternative™ action eliminates the hassle of adding color safe bleach to laundry as it removes stains and whitens whites. Its tropical fresh sensorial fragrance is pleasant and appealing. And its sensational new packaging -- with high impact graphics and bright, fuchsia bottle color -- is designed to command attention on the shelf.

"While Fab® Rain Forest™ continues to exceed our performance expectations, new Fab® Caribbean Fresh™ provides consumers yet another alternative - one that safely cleans colors and whitens whites while delivering a fresh, tropical fragrance," said Peter Ryan, Vice President and General Manager, U.S. Home Care at Colgate-Palmolive.

Ryan added that Fab® Caribbean Fresh™ will introduce the new Color Safe Bleach Alternative™ action seal on its packaging clearly communicating its safe and effective cleaning ability to shoppers. It also launches a new standard in Fab® bilingual packaging, recognizing the growing impact of Hispanic consumers in the marketplace, and the importance fragrance plays in their buying decisions. Over time, all Fab® detergents will shift to similar bilingual packaging designs.

The Heavy Duty Detergent category is huge at \$6.6 billion¹, translating to an average of about \$66 per household per year². Within the Heavy Duty Detergent Category, original and bleach alternative variants are pacing with category growth, but Fragrance is hot, taking over 28 percent of the market in just four years³.

In recent years, the home fragrance market has exploded and scent and image-driven personal products have moved from the specialty stores to the mass outlets. Sensorial products have proven that they deliver growth. Colgate was the first to bring full sensorial experience to the Heavy Duty Detergent Category with the successful introduction of Fab® Rain Forest™.

New Fab® Caribbean Fresh™ is available in 100z., 75-oz., 50-oz and 40-wl. sizes. It is replacing current Fab® Sun Shower Fresh™ with bleach shipments to food, drug and mass merchandisers that began in March 2003. Marketing support will include samples, promotions and tie-ins with Hispanic market events.

Colgate-Palmolive Fabric Care brands include Fab, Ajax and Dynamo. All brands have base and bleach alternative variants.

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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¹ A.C. Nielsen, Full Year 2000

² A.C. Nielsen, 2000 Household Panel

³ A.C. Nielsen, Dollar Share, Full Year 2002