



Colgate Confirms Retired Chairman's Colgate Stock Ownership

New York, New York, August 27, 2010... It has come to the Company's attention that a Factset report erroneously indicates that Mr. Reuben Mark, retired Chairman and CEO of Colgate-Palmolive Company, no longer holds any shares of the Company's common stock. Although Mr. Mark is no longer required to report his Colgate shareholdings, the Company confirms that he continues to beneficially own approximately 1% of the Company's outstanding common stock as he has in previous reporting periods.

About Colgate-Palmolive: Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Ajax, Axion, Fabuloso, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate's global business, visit the Company's web site at <http://www.colgate.com>.