



Introducing Colgate® Kids' Toothpaste And Manual 3D Toothbrush Featuring SpongeBob Squarepants™ And Friends

New Line Teams Up Powerhouse License With The World's Oral Care Leader

NEW YORK (Jan. 25, 2004) - Colgate-Palmolive is teaming up with Nickelodeon for the new **Colgate® Kids' toothbrush and toothpaste featuring SpongeBob SquarePants™ and Friends**

New from the #1 kids toothpaste brand , Colgate Kids' SpongeBob SquarePants and Friends toothpaste features the popular Bubble Fruit flavor and SpongeBob in Polynesian/Hawaiian dress. The premium Colgate Kids' Manual 3D toothbrushes have sculpted 3D toothbrush handles that are easy to grip, and scoop trim toothbrush bristles. The standup brushes also have a toothpaste dose indicator to let kids know how much toothpaste to use on the brush.

SpongeBob™ is a phenomenon with kids. Airing on Nickelodeon, SpongeBob SquarePants is the most watched kids show -- #1 for over two years . Not only does SpongeBob have 54.9 million viewers monthly , but he is a powerhouse at retail, having generated two billion dollars in retail sales since its launch Holiday 2000 . In fact, SpongeBob is #1 across most major licensed categories including packaged goods, stationery, back-to-school products and videos . SpongeBob will be starring in his first feature film in November 2004.

"Colgate has long recognized the power of licensed characters in the kids' oral care business," says Suzan Harrison, Vice President & General Manager, Colgate U.S. Oral Care. "Children will want to brush with the hottest and most popular characters from toys and television on Colgate oral care products."

Designed for boys and girls ages four and up, Colgate Kids' Manual 3D toothbrushes featuring SpongeBob SquarePants™ and Friends will have a retail average selling price of \$2.99. The toothpaste will be available in a 4.6 oz. stand-up tube for a suggested retail price of \$2.49. Both will begin shipping to food, drug and mass merchandisers nationwide in February 2004. The products will be supported by kid-specific FSIs as well as high-impact displays. In addition, Nickelodeon is planning more than \$50 million in support for SpongeBob in 2004.

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 and all related titles, characters and logos are trademarks of Viacom International Inc.

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1. A.C. Nielsen Company, FDKTO, Toothpaste Dollar Share, YTD, 2003.
2. A.C. Nielsen Company, Kids 2-11, Q4 '01-Q2 '03.
3. A.C. Nielsen Company, cumulative data 2/03.
4. Nickelodeon supplied data.
5. Nickelodeon supplied data, 2002.