



All-Star, Third Baseman, Adrian Beltre, Teams Up With Walmart And Colgate's Bright Smiles, Bright Futures® To Kick-Off The "Building Smiles Together" Tour

Dallas-Area Children Will Have Access to Free Dental Screenings and Oral Health Education as Part of Walmart and Colgate's New Campaign to Help Build Healthy Smiles

NEW YORK, N.Y. (June 23, 2011) - More than 51 million school hours are lost each year to dental-related conditions . To help combat rising cavity rates and build healthy smiles, Walmart is working with Colgate's Bright Smiles Bright Futures® to create "Building Smiles Together" - a new initiative dedicated to providing free dental screenings and oral health education to children in need.

To celebrate the kick-off of "Building Smiles Together", all-star, third baseman, Adrian Beltre, will join local children (ages 1-12) at the Walmart Supercenter located at 2225 W. Interstate 20 in Grand Prairie, TX from 11:30 a.m. until 1:30 p.m. on Monday June 27, to learn about healthy habits in an effort to "strike out cavities." Colgate Bright Smiles, Bright Futures® mobile dental vans, staffed by Dallas-based volunteer dentists, will also be on-site to provide free dental screenings, oral health education, treatment referrals and a "Building Smiles Together" kit that includes educational materials and a free toothbrush and toothpaste for children ages 1- 12.

"Growing up, my parents made sure to teach me the importance of maintaining healthy teeth and gums and I do the same with my children," says Adrian Beltre. "I am happy to be a part of Walmart and Colgate's 'Building Smiles Together' initiative since it gives me the opportunity to help improve the oral health of Dallas-area children, educate about healthy oral care habits and encourage them to strike out cavities for a lifetime of healthy smiles."

Ranked as the 48th worst state for dental care by 2009 Gallup-Healthways poll, Texas is a key market for "Building Smiles Together". According to the "Basic Screening Survey of Texas Public School Children" conducted in 2006, 44% of children ages 6-8 had untreated dental caries (tooth decay) compared with 26% nationally. "Building Smiles Together" aims to lessen these staggering statistics by educating families about the negative effects of improper dental care.

By combining free screenings, education and resources with Walmart's everyday low prices and broad assortment of oral care products, this initiative will provide families much-needed access to the education and everyday oral care necessities they need to live better, healthier lives. The 'Building Smiles Together' tour will be visiting more than 230 Walmart stores throughout the United States this year.

"For the past 20 years, our Bright Smiles Bright Futures program has been reaching millions of families annually with oral health education," says Dr. Marsha Butler, Colgate-Palmolive. "For children between the ages of 5 and 17 in the U.S., tooth decay is more common than asthma, more common than hay fever, and it poses a significant threat to our children's overall health and well-being. This initiative with Walmart is an important component in helping us to continue to reach children in need with dental screenings and education to spread healthy smiles across the country."

Colgate's Bright Smiles Bright Futures and Walmart are kicking off the program by launching www.BuildingSmilesTogether.com - an interactive site where families can access oral health resources, informational videos and engaging games to help encourage children to care for themselves by practicing proper, healthy habits.

Additionally, Colgate and Walmart are furthering their commitment to creating healthy smiles for children by offering a free, trial-sized children's toothpaste to all families who visit www.BuildingSmilesTogether.com on June 27. Rules and restrictions apply and are available online. For more information about "Building Smiles Together" and its Walmart and van schedule, please visit www.BuildingSmilesTogether.com.

[¹] The National Institute of Dental and Craniofacial Research: A Plan to Eliminate Craniofacial, Oral, and Dental Health Disparities, www.nidcr.nih.gov (February 2002).

About Colgate-Palmolive Company

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, and Ultra Brite®, 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. To learn more about Colgate's global oral health education program, Bright Smiles, Bright Futures™, a successful initiative dedicated to providing free dental screenings and oral health

education to children in need, please visit <http://www.colgatebsbf.com>.

About Wal-Mart Stores, Inc.

Wal-Mart Stores, Inc. (NYSE: WMT) serves customers and members more than 200 million times per week at 9,029 retail units under 60 different banners in 15 countries. With fiscal year 2011 sales of \$419 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://www.walmartstores.com>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>