



## Colgate Completes Purchase of Tom's of Maine

New York, New York, May 1, 2006...Colgate-Palmolive Company (NYSE:CL), world leader in oral care, today announced the completion of the purchase of 84 percent of Tom's of Maine for approximately \$100 million. The agreement to purchase Tom's of Maine, a privately-held, leading Natural Oral Care and Personal Care products company, was signed and announced in March 2006.

Reuben Mark, Colgate's Chairman and CEO said, "We are excited to move forward on this opportunity to enter the fast-growing Naturals category with Tom's of Maine, the #1 brand in oral care and a leader in personal care in that category. This strategically-important acquisition gives us access to a loyal, emerging consumer group and allows us to accelerate the growth of Tom's of Maine by extending its reach in the U.S. and in Colgate's strong markets outside the U.S."

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, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's web site at <http://www.colgate.com>.

This press release (other than historical information) may contain forward-looking statements. Actual events or results may differ materially from those statements. Investors should consult the Company's filings with the Securities and Exchange Commission (including the information set forth under the captions "Risk Factors" and "Cautionary Statement on Forward-Looking Statements" in the Company's Form 10-K for the year ended December 31, 2005) for information about factors that could cause such differences. Copies of these filings may be obtained upon request from the Company's Investor Relations Department or the Company's web site at <http://www.colgate.com>.