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Colgate-Palmolive Partners with the Children's Health Fund to Launch New Black History Month Campaign Encouraging Healthy Lifestyles

NEW YORK, NY - In recognition of Black History Month, Colgate-Palmolive has partnered with the Children's Health Fund to launch its "Honor Your Past. Treasure Your Health" campaign.

Beginning now through March 15, families will be empowered to celebrate their heritage by working towards a healthier future with free health and wellness tips online. By logging onto www.Colgate.com/Treasure, visitors will be encouraged to share these tips via Facebook, Twitter or Google+. For every tip shared, Colgate will donate \$1.00 to the Children's Health Fund.^[1]

"Colgate remains committed to improving the health and well-being of our consumers," said Carla Kelly, General Manager, U.S. Multicultural Marketing, Colgate-Palmolive. "As a long standing supporter of the Children's Health Fund, we're proud to join forces to celebrate Black History Month by empowering African American families to adopt healthier lifestyles."

The donations raised through online participation will directly benefit the Children's Health Fund mission to providing health care to some of the nation's most disadvantaged children in rural and urban communities. With 50 mobile medical and dental clinics, the Children's Health Fund national network has brought health care services to 350,000 children to date.

"We are excited to partner with Colgate this Black History Month, for we share the common goal of improving family health throughout the U.S.," said Karen Redlener, Executive Director of the Children's Health Fund. "Busy families often need extra support to lead a healthy lifestyle, and this new campaign encourages consumers to share and discuss healthy tips with loved ones, while also supporting our organization's work."

For more information and to participate, please visit www.Colgate.com/Treasure.

REFERENCES

No purchase required. Purchase will not increase donation amount. Between January 30 and March 15, Colgate-Palmolive [1] Company will donate \$1.00 to the Children's Health Fund for every wellness tip posted on Colgate.com/treasure that is shared on Facebook, Twitter or Google+, for a minimum donation of \$25,000 and a maximum donation of \$40,000.

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-Palmolive 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, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.Colgate.com. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit <http://www.colgatebsbf.com>.

About Children's Health Fund

Founded in 1987 by singer/songwriter Paul Simon and pediatrician/advocate Irwin Redlener, M.D., to bring health care to homeless children in New York City, today Children's Health Fund provides health care for children living in poverty across America. In addition to fixed-site clinics, Children's Health Fund supports a fleet of 50 mobile clinics, including dental and mental health vehicles, that bring comprehensive health care to children in hundreds of locations across the country. Over the past 25 years, the organization has provided three million health care visits for disadvantaged children, often in places where doctors, dentists, and other health care providers are in short supply. For more information about Children's Health Fund, visit www.childrenshealthfund.org.