



## March 7, 2000 Announcement

**New York, New York, March 7, 2000...** - Colgate-Palmolive Company (NYSE-CL) announced today that year 2000 has started strongly and that management is comfortable with external expectations for both the first quarter and the year. Reuben Mark, CEO and Chairman stated: "With the first two months of the year behind us, we see strong indications for an excellent first quarter, incorporating good worldwide volume growth, significant gross profit increase, and double digit EPS growth at least reaching expected levels. Current and projected increases in raw material and other costs will be more than offset by our extensive worldwide cost savings initiatives. The excellent start to the year bodes well for continued momentum, and our expectations that year 2000 will be another strong year remain unchanged."

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About Colgate-Palmolive: Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Household Surface Care, Fabric 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, Ajax, Axion, Soupline, Suavitel and Fab, 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 on the internet at <http://www.colgatepalmolive.com>.

This press release (other than historical information) contains 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 Company's Form 8-K dated November 13, 1998) for information about factors which could cause such differences. Copies of these filings may be obtained upon request from the Company's Investor Relations Department.