



Colgate Elects Carlos M. Gutierrez to Board of Directors and Declares Regular Quarterly Dividends

NEW YORK, NEW YORK, January 10, 2002.... Colgate-Palmolive Company today announced that Carlos M. Gutierrez, Chairman and Chief Executive Officer of Kellogg Company, has been elected to its Board of Directors.

Mr. Gutierrez brings extensive international consumer products experience from his 27-year career at Kellogg. There, he has gained operating experience in almost all of the geographic regions representing Colgate's business strength around the world, including the United States, Canada, Mexico, Latin America and Asia. He has also led Kellogg's product development, sales and marketing, and business development functions. He was named Chief Executive Officer of Kellogg in 1999 and became Chairman in 2000.

Mr. Gutierrez was born in Cuba and educated in the United States and Mexico. He is a co-trustee of the W.K. Kellogg Foundation Trust, a member of the Board of Directors of the Grocery Manufacturers of America and of the Visiting Committee Advisory Board of the University of Michigan Business School.

Separately, the Board of Directors of Colgate-Palmolive Company declared quarterly cash dividends on the Company's common stock and \$4.25 preferred stock. The Company has paid uninterrupted dividends on its common stock since 1895.

	Rate	Payment Date	To Shareholders of Record as of
Common Stock	\$.1800	02/15/02	01/25/02
\$4.25 Preferred Stock	\$1.0625	03/29/02	03/15/02

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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 Speed Stick, Irish Spring, Kolynos, Ajax, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.