



Colgate Announces 9% Dividend Increase - Effective 2nd Quarter 2011

New York, New York, February 24, 2011.... Reflecting the Company's positive outlook, the Board of Directors of Colgate-Palmolive Company today increased the ongoing quarterly common stock cash dividend by 9%. The increase will be effective as of the second quarter, 2011. The new rate of \$.58 per share is up from \$.53. The Board declared that the second quarter dividend is to be paid on May 16, 2011 to shareholders of record as of April 26, 2011. On an annual basis, the new dividend rate is \$2.27 vs. \$2.03 per share previously. The Company has paid uninterrupted dividends on its common stock since 1895.

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