



Introducing New Ultra Brite Baking Soda & Peroxide Whitening Toothpaste

The First Baking Soda & Peroxide Whitening Toothpaste Offered In The Value Segment

New York, NEW YORK, April 2, 1999 - When value-conscious consumers think of tooth whitening, they think of Ultra Brite. But they couldn't get this whitening benefit in a baking soda and peroxide variant. Now Colgate is proud to introduce new Ultra Brite Baking Soda & Peroxide Whitening toothpaste, the first baking soda and peroxide whitening toothpaste to provide premium whitening and baking soda and peroxide benefits at a value price.

The whitening segment, the largest segment in the toothpaste category, is up 159 percent in dollar share since 1996 (Source: A.C. Nielsen Co., food, drug, mass, 1996 through 1998) and continues to expand in popularity. In addition, 30 percent of all households purchased a baking soda and peroxide product in 1998 (Source: A.C. Nielsen Co., household panel data, Full year 1998). Ultra Brite is the only brand providing a combination of these popular benefits to value consumers with a portfolio that includes Ultra Brite All in One, Ultra Brite Whitening and Ultra Brite Baking Soda & Peroxide Whitening.

"The Whitening toothpaste segment is hot, " says Jack Haber, Vice President and General Manager of U.S. Oral Care. "This is the first value-priced baking soda and peroxide whitening toothpaste available to consumers and it's sure to become a favorite in the value segment."

The product, available in a 6.0 oz size, begins shipping to food, drug and mass merchandisers March 29, 1999 and will have a retail average selling price of about \$1.19.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.