

Coglate Elects Helene D. Gayle and Joseph Jimenez to Board of Directors

New York, New York, February 25, 2010... Colgate-Palmolive Company (NYSE:CL) announced today that Helene D. Gayle, President and CEO of CARE USA, and Joseph Jimenez, CEO of Novartis AG, have been elected to Colgate's Board of Directors effective March 1, 2010. The Company also announced that Jill K. Conway, a director since 1984, will retire from the Board effective May 7, 2010 at the end of her current term.

Helene Gayle, MD, 54, currently guides the strategy and management of CARE USA, one of the world's leading humanitarian organizations. As a distinguished expert and leader in the global public health field, she brings to Colgate's Board a deep understanding of the importance of health and hygiene around the world where Colgate's oral and personal care products are sold. Dr. Gayle joined CARE in 2006, having previously held senior positions with the Bill and Melinda Gates Foundation, the Center for Disease Control and Prevention, and the U.S. Agency for International Development. She is a graduate of Barnard College and holds an MD from the University of Pennsylvania and an MPH from Johns Hopkins University.

Joseph Jimenez, 50, was named CEO of Novartis AG in January 2010, having previously led Novartis Pharmaceuticals and Novartis Consumer Health units beginning in 2007. Mr. Jimenez brings to Colgate's Board extensive leadership experience in the consumer products industry. Formerly President and CEO of Heinz Europe and Heinz North America, he held senior leadership and marketing positions with Conagra Grocery Products, after beginning his career in brand management with The Clorox Company.

Mr. Jimenez holds a BA from Stanford University and an MBA from the University of California, Berkeley.

Jill Ker Conway, formerly Visiting Scholar, Program in Science, Technology and Society at the Massachusetts Institute of Technology, will not stand for re-election at Colgate's 2010 Annual Meeting. Formerly President of Smith College, Ms. Conway has contributed greatly to the Company's success for 26 years, especially through her focus on Colgate's "pay for performance" programs, leadership succession practices and global diversity initiatives.

Commenting on the new director elections, Ian Cook, Chairman, President and CEO, said, "We are delighted to welcome Dr. Gayle and Mr. Jimenez to the Board and are pleased that they will contribute their outstanding capabilities to Colgate. Jill Conway has our profound thanks for her immeasurable contributions to Colgate's business success and governance excellence and we extend our best wishes for her retirement."

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, Fabuloso, 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>.