



Colgate Center's Hudson River Waterfront Walkway Is Officially Dedicated

Walkway Completes Jersey City Exchange Place District Promenade

Jersey City, NEW JERSEY, October 25, 1999-In realization of a great vision for the State of New Jersey and Colgate-Palmolive, Colgate Center's Hudson River Waterfront Walkway was officially dedicated this morning with a ribbon cutting ceremony attended by state, county and local government officials and Colgate executives. The dedication ceremonies marked the opening of the New Jersey waterfront's most magnificent esplanade connecting Exchange Place and the Colgate pier ferry to Manhattan. The walkway opens panoramic views of Manhattan to the public's enjoyment and complements existing and future structures at Colgate Center, a master-planned, mixed-use development which already includes the tallest office building in New Jersey.

Hudson County Executive Robert Janiszewski, Jersey City Mayor Bret Schundler, New Jersey State Department Environmental Protection Commissioner Bob Shinn and Colgate Chairman and CEO Reuben Mark took part in the formal dedication. Following the ribbon cutting, the first people to take the official walk down the promenade were the Dickinson High School Marching Band, including 40 musicians, flag troupe members and honor guards.

"The Hudson River Waterfront Walkway is an exciting example of public and private partnership at its best and a source of tremendous pride for Colgate," said Mr. Mark. "With the cooperation of state, county and city government, a world-class corporate center has risen on a site associated with Colgate for a century and a half, where the public and new corporate employees and residents can enjoy the waterfront together."

"The revitalization and redevelopment of Jersey City's waterfront is a striking symbol of an economically vibrant New Jersey - a state which is working hard to reshape its cities and town centers as areas of growth, development and prosperity," said Governor Christie Whitman. "The esplanade exemplifies a well-planned, sensitive and mixed-use waterfront development that will not only benefit the residents who live here but also the business community who works in the region."

"Colgate not only had the vision to see the economic potential for Jersey City's waterfront, they also had the determination and ability to turn that vision into a magnificent reality," said Hudson County Executive Robert Janiszewski.

"Colgate Center can be used as a case history of how to successfully combine goals for economic development and environmental enhancement," said State Department Environmental Protection Commissioner Bob Shinn.

"With more than 10 miles of the 18-and-a-half-mile walkway now completed, and with the rebirth of this former industrial site, New Jersey has a world-class walkway that offers residents and workers in this region greater success to the waterfront and greater economic opportunities," said Jersey City's Mayor Bret Schundler. "Today we have one more spectacular reason to celebrate the rebirth of Jersey City's waterfront as a vital, vibrant and growing business and recreational center."

With its completion this year, Colgate Center's Hudson River Waterfront Walkway spans 1,000 feet in length and 80 feet in width. More than 100 trees have been planted in granite planters that also provide seating along the Walkway's west edge. Elegant black custom railings and lamp posts provide appealing visual detail to the scene which is completed with ground pavers set in a herringbone pattern of cool gray tones. Colgate's walkway will complete the pedestrian network from the south end of the Grundy Pier to the Essex Street site of the future Veteran's Memorial Park.

Located at the heart of New Jersey's Exchange Place office district, Colgate Center is situated on an extraordinary 20-acre site on the Hudson River in Jersey City. More than 150 years ago, the property served as the Colgate headquarters and principal manufacturing site. Today, Colgate Center is a thriving mixed-use community, home to such important corporations as Merrill Lynch & Company and Lehman Brothers, Inc., and the site of major development by builders including Hartz Mountain Industries, Inc. The first tower constructed, 101 Hudson Street, is the tallest office building in New Jersey. An additional 6.5 million square feet of mixed-use development is planned in eight other buildings.

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