



Softsoap® Expands Its Successful 3-D Graphics Pump Line

Introduces New Designs For Women And Kids: Softsoap® Brand Dimensions Series™ And Softsoap® Brand Kids Series™

New York, NEW YORK, September 21, 1998 - Colgate-Palmolive is expanding the revolutionary 3-D graphic technology that made Softsoap® brand Aquarium Series® the fastest selling liquid hand soap pump in the category (Source: A.C. Nielsen Food 52 weeks ending 2/21/98.). The two new lines will bring the popular 3-D technology to a wider range of consumers: Softsoap® brand Kids Series™ appeals to kids while Softsoap® brand Dimensions Series™ will attract adults.

The new Softsoap® brand Kids Series™ features colorful, kid-friendly graphics -- with some designs appealing to girls, some to boys, and some with universal kid appeal. Kids are sure to spot the bright, lively scenes and insist on taking their favorite home.

The new Softsoap® brand Dimensions Series™ features 3-D graphics with colorful nature scenes that will complement any sink in the house. The eye-catching designs will appeal to consumers looking for a beautiful accent to their home decor.

"Softsoap® brand Dimension Series™ will appeal to consumers who like the 3-D graphics of Softsoap® Aquarium®, but would also like more decorative, adult designs for certain areas of their house," says Sheila Hopkins, Vice President and General Manager of U.S. Personal Care for Colgate-Palmolive. "The new designs in Softsoap® brand Kids Series™ were carefully created to captivate children with scenes that maximize the fun of the 3-D technology."

With a 42.2% dollar share (Source: Nielsen YTD through 7/25/98 3-Outlet Dollar Share), Softsoap® is the #1 brand in the liquid hand soap category, leading the category in sales and innovation. In 1985, Softsoap® pioneered the first antibacterial liquid hand soap. Four years later, Softsoap® introduced the first antibacterial soap with extra conditioners for dry skin. In 1992, the brand introduced the first liquid soap made specifically for sensitive skin and the next year introduced Softsoap® Kitchen, the first soap with lemon juice specially made for hands that cook. In 1995, Softsoap® introduced the wildly successful Softsoap® brand Aquarium Series®, the only pump with 3-D graphics.

Softsoap® brand Dimensions Series™ and Softsoap® brand Kids Series™ contain gentle antibacterial liquid soap, formulated to be tough on germs yet less drying than other antibacterial soaps. Both lines began shipping to food, drug, and mass merchandise stores nationwide in August 1998.

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, Baby Magic and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.