

FOR IMMEDIATE RELEASE...

Colgate Announces 10% Dividend Increase Effective 2nd Quarter 2009

NEW YORK, NEW YORK, February 26, 2009.... Reflecting the Company's positive outlook, the Board of Directors of Colgate-Palmolive Company today increased the ongoing quarterly common stock cash dividend by 10%. The increase will be effective as of second quarter 2009. The new quarterly rate of \$.44 per share is up from \$.40. The Board declared that the second quarter dividend is to be paid on May 15, 2009 to shareholders of record as of April 24, 2009. On an annualized basis, the new dividend rate is \$1.76 vs. \$1.60 per share previously.

Ian Cook, Colgate Chairman, President and CEO, said: "This dividend increase demonstrates the Board's confidence in the continued strong and profitable growth of Colgate's global business, our cash generation capabilities, and our firm commitment to building value."

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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>.