

COLGATE DECLARES REGULAR QUARTERLY DIVIDENDS

NEW YORK, NEW YORK, January 7, 2010.... The Board of Directors of Colgate-Palmolive Company (NYSE:CL) today declared quarterly cash dividends of \$.44 per common share, payable on February 16, 2010, to shareholders of record on January 25, 2010. The Company has paid uninterrupted dividends on its common stock since 1895.

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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>.