

**FOR IMMEDIATE RELEASE...**

**Colgate Announces 20% Dividend Increase - Effective 2nd Quarter 2010  
Board Authorizes New 40 Million Share Repurchase Program**

**New York, New York, February 4, 2010...** Reflecting the Company's positive outlook, the Board of Directors of Colgate-Palmolive Company today increased the ongoing quarterly common stock cash dividend by 20%. The increase will be effective as of the second quarter, 2010. The new rate of \$.53 per share is up from \$.44. The Board declared that the second quarter dividend is to be paid on May 14, 2010 to shareholders of record as of April 26, 2010. On an annual basis, the new dividend rate is \$2.03 vs. \$1.72 per share previously. The Company has paid uninterrupted dividends on its common stock since 1895.

**Share Repurchase Program**

The Board of Directors today also authorized a new share repurchase program. The Company plans to purchase 40 million common shares over the next two years. The shares may be purchased in the open-market or privately negotiated transactions. As of December 31, 2009, the Company had approximately 494 million shares of common stock outstanding.

Ian Cook, Chairman, President and Chief Executive Officer, said: "This dividend increase, following up on last year's dividend increase, reflects the Board's confidence in Colgate's momentum and the Company's ability to generate strong, profitable growth. We are pleased that our excellent cash generation worldwide will enable us to maintain our strong balance sheet, fund a higher dividend, and launch a new share repurchase program."

\* \* \*

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>.

#### Cautionary Statement on Forward-Looking Statements

This press release may contain forward-looking statements. Such statements may relate, for example, to sales or volume growth, organic sales growth, profit and profit margin growth, earnings growth, financial goals, cost-reduction plans, tax rates and new product introductions. These statements are made on the basis of our views and assumptions as of this time and we undertake no obligation to update these statements. We caution investors that any such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from those statements. Investors should consult the Company's filings with the Securities and Exchange Commission (including the information set forth under the captions "Risk Factors" and "Cautionary Statement on Forward-Looking Statements" in the Company's Annual Report on Form 10-K for the year ended December 31, 2008) for information about certain factors that could cause such differences. Copies of these filings may be obtained upon request from the Company's Investor Relations Department or the Company's web site at <http://www.colgate.com>.