

**COLGATE-PALMOLIVE COMPANY CELEBRATES  
20 YEAR MILESTONE WITH STARLIGHT CHILDREN'S FOUNDATION**  
*Colgate Launches Annual "Show The Love" Online Challenge to  
Award Starlight Fun Centers™ to Participating Hospitals*

**New York, NY** (February 1, 2010) – Colgate-Palmolive Company proudly announces its 20th year of partnering with Starlight Children's Foundation, a nonprofit organization dedicated to helping seriously ill children and their families cope with the challenges that accompany prolonged childhood illness. In celebration of the 20 year milestone, Colgate kicked off its annual "Show the Love" online challenge – an interactive campaign that engages the public in awarding Starlight Fun Centers™ to participating children's hospitals throughout the country.

Starlight Fun Center™ mobile entertainment units feature a Sharp AQUOS™ LCD TV, DVD player and Nintendo Wii™ gaming system to provide hours of fun and distraction to pediatric patients and their families. For children who may be facing surgery, enduring long outpatient treatments or fighting loneliness after hospital visiting hours have ended, Starlight Fun Centers™ may provide a comforting break.

"Demand for Starlight Fun Centers continues to grow, and it is reassuring for us, for our hospital partners and most importantly, for the children and families we serve, to know that Colgate-Palmolive has remained steadfast in its support for the last 20 years," said Paula Van Ness, CEO, Starlight Children's Foundation. "We look forward to continuing our strong relationship with Colgate and making a world of difference together in the lives of children and families suffering through childhood illness."

To honor this year's landmark anniversary, Colgate expanded its "Show the Love" online challenge. In addition to awarding one Starlight Fun Center™ to each of the 20 participating hospitals, Colgate will be donating one Starlight Fun Center™ **every day** throughout the month of February. Now through Sunday, February 28, 2010 consumers can visit [www.colgate.com/showthelove](http://www.colgate.com/showthelove) to vote for their local participating hospital. The participating hospital to receive the most online votes by 12:00AM EST, each day will be awarded a Starlight Fun Center™.

Hospitals participating in this year's "Show the Love" online challenge include:

Mount Sinai Kravis Children's Hospital (New York, NY)  
SUNY Downstate Medical Center (New York, NY)  
University of Chicago Comer Children's Hospital (Chicago, IL)  
Shriners Hospitals for Children (Chicago, IL)  
Children's Hospital of Michigan (Detroit, MI)  
St. John Hospital and Medical Center (Detroit, MI)  
Children's National Medical Center (Washington D.C.)  
Howard University Hospital (Washington D.C.)  
The HSC Pediatric Center (Washington D.C.)  
Children's Memorial Hermann Hospital (Houston, TX)  
Children's Cancer Hospital at the University of Texas MD Anderson Cancer Center (Houston, TX)  
Ben Taub General Hospital (Houston, TX)  
Lyndon B. Johnson General Hospital (Houston, TX)  
Children's Hospital of Los Angeles (Los Angeles, CA)  
St. Christopher's Hospital for Children (Philadelphia, PA)  
Baptist Children's Hospital (Miami, FL)  
Levine Children's Hospital (Charlotte, NC)  
Los Niños Hospital - an affiliate of Hacienda HealthCare (Phoenix, AZ)  
Children's Healthcare of Atlanta at Hughes Spalding (Atlanta, GA)  
SSM Cardinal Glennon Children's Hospital (St. Louis, MO)

Each participating hospital is eligible to receive a maximum of three Starlight Fun Centers™. A total of 48 Starlight Fun Centers™ will be awarded through this year's "Show the Love" online challenge. Additional rules and restrictions are available on [www.Colgate.com](http://www.Colgate.com).

"Starlight's programs ease the burden on seriously ill children and their families and help them to better deal with, understand and manage their illnesses," said Noel Wallace, President, North America, Colgate-Palmolive. "We hope that our continued, collaborative effort coupled with this year's 'Show the Love' online challenge will further promote Starlight's great work and improve the well being of seriously ill children and their families."

During the two-decade partnership, Colgate has donated more than 1,190 Starlight Fun Centers™ and more than \$8 million to Starlight to promote Starlight's mission and help improve the lives of young patients and their families.

To learn more about Colgate's 'Show the Love' online challenge and the hospitals participating in this year's program, please visit [www.colgate.com/showthelove](http://www.colgate.com/showthelove) and cast your vote today!

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#### **About Colgate-Palmolive Company**

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, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's website at [www.colgate.com](http://www.colgate.com).

#### **Starlight Children's Foundation**

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation™ has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit [www.starlight.org](http://www.starlight.org).