



Colgate-Palmolive Celebrates Hispanic Heritage Month With the Kick-Off of This Year's "Haz La U" Scholarship Program

NEW YORK, NY - In celebration of Hispanic Heritage Month, Colgate-Palmolive is reinforcing its commitment to the Hispanic community by presenting "Haz La U" ("Make the U"), an annual scholarship initiative for Hispanic-American students pursuing higher education. In the program's third year, Colgate is partnering with the Hispanic Scholarship Fund, the nation's leading Hispanic scholarship organization, to award these educational grants.

For decades, there has been growing concern about the educational achievement gap documented within minority populations, especially among Hispanic-American students. In 2011, significant improvement was recorded by the Pew Hispanic Center. Analysis of data released by the U.S. Census Bureau shows a 24% increase in Hispanic enrollment at institutions of higher education in a single year. In 2010, Hispanics accounted for 15% of overall enrollment of young adults in two or four year colleges, setting a record for both number and share of students enrolled ages 18 through 24.

"Recent news of an increase in Hispanic enrollment at higher learning institutions is a testament to the success of programs like 'Haz La U' and reinforces our commitment to continue this initiative," said Carla Kelly, General Manager of Multicultural Marketing, Colgate-Palmolive. "Colgate has long been active in supporting the Latino community and we're proud to celebrate Hispanic Heritage Month with the Hispanic Scholarship Fund."

From now until December 31, 2011, high school seniors can apply to Colgate's "Haz La U" scholarship program by visiting www.colgate.com/hazlau. One grand prize winner will be awarded a one-time, \$15,000 educational grant and 10 second place winners will be honored with a one-time \$2,500 educational grant. Eligible candidates must demonstrate strong academic performance in addition to a commitment to the community.*

Through resources like "Haz La U", the Hispanic Scholarship Fund has been a driving force in creating a path towards educational achievement for young Hispanic-Americans for the last 36 years. "Our ongoing mission is to strengthen America by advancing the college education of Hispanic-Americans," said Frank Alvarez, President and CEO, Hispanic Scholarship Fund. "We are proud to be a part of Colgate's "Haz La U" scholarship program once again, in an effort to further support young Latinos in America who aspire to achieve higher education goals."

For more information about Colgate's "Haz La U" scholarship program, please visit the Company's website at www.colgate.com/hazlau.

*All entries must comply with the program rules and guidelines.

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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-Palmolive 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-Palmolive's global business, visit the Company's web site at www.Colgate.com. To learn more about

Colgate's global oral health education program, Bright Smiles, Bright Futures[™], please visit <http://www.colgatebsbf.com>.

About Hispanic Scholarship Fund

Founded in 1975, the Hispanic Scholarship Fund believes that the country prospers when all Americans have access to the opportunities a college education can afford. As the nation's leading Hispanic higher education fund, HSF works to address the barriers that keep many Latinos from earning a college degree. HSF has awarded over \$330 million in scholarships over the past 36 years and has supported a broad range of outreach and education programs to help students and their families navigate collegiate life, from gaining admission and securing financial aid to finding employment after graduation. HSF envisions a future where every Latino household will have at least one college graduate, creating an enduring impact on the college outlook of Latino families nationwide, and strengthening the American economy for generations to come. For more information about the Hispanic Scholarship Fund please visit: www.HSF.net.