

Colgate-Palmolive Company  
 Geographic Sales Analysis  
 Percentage Changes - Fourth Quarter 2008 vs 2007  
 December 31, 2008  
 (Unaudited)

Region	4th Qtr Sales Change As Reported	4th Qtr Sales Change Ex-Divestment	4th Qtr Organic Sales Change	COMPONENTS OF SALES CHANGE FOURTH QUARTER			12 Months Sales Change As Reported	12 Months Sales Change Ex-Divestment	12 Months Organic Sales Change	COMPONENTS OF SALES CHANGE TWELVE MONTHS		
				Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange				Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange
<b>Total Company</b>	0.5%	1.0%	9.0%	1.5%	7.5%	(8.0%)	11.0%	11.5%	9.5%	4.0%	5.5%	2.0%
<b>Europe/South Pacific</b>	(13.0%)	(12.5%)	(1.0%)	(2.0%)	1.0%	(11.5%)	6.0%	6.0%	0.5%	0.5%	0.0%	5.5%
<b>Latin America</b>	5.5%	5.5%	17.5%	5.0%	12.5%	(12.0%)	17.0%	17.5%	16.0%	6.5%	9.5%	1.5%
<b>Greater Asia/Africa</b>	1.0%	1.0%	11.0%	2.5%	8.5%	(10.0%)	14.0%	14.5%	13.0%	7.5%	5.5%	1.5%
<b>Total International</b>	(2.5%)	(2.0%)	9.5%	2.0%	7.5%	(11.5%)	12.0%	12.5%	9.5%	4.5%	5.0%	3.0%
<b>North America</b>	1.5%	1.5%	3.0%	(3.5%)	6.5%	(1.5%)	5.0%	5.0%	5.0%	1.5%	3.5%	0.0%
<b>Total CP Products</b>	(1.5%)	(1.0%)	8.0%	1.0%	7.0%	(9.0%)	10.5%	11.0%	8.5%	4.0%	4.5%	2.5%
<b>Hill's</b>	13.5%	13.5%	15.5%	4.0%	11.5%	(2.0%)	15.5%	15.5%	13.0%	2.5%	10.5%	2.5%