

Colgate-Palmolive Company
Geographic Sales Analysis
Percentage Changes - First Quarter 2009 vs 2008
March 31, 2009
(Unaudited)

Region	1st Qtr Sales Change As Reported	1st Qtr Sales Change Ex-Divestment	1st Qtr Organic Sales Change	COMPONENTS OF SALES CHANGE FIRST QUARTER		
				Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange
Total Company	(5.5%)	(5.0%)	8.0%	0.0%	8.0%	(13.0%)
Europe/South Pacific	(20.0%)	(19.5%)	(2.0%)	(3.5%)	1.5%	(17.5%)
Latin America	(3.5%)	(3.5%)	17.0%	1.5%	15.5%	(20.5%)
Greater Asia/Africa	(3.0%)	(2.5%)	11.5%	4.0%	7.5%	(14.0%)
Total International	(9.5%)	(9.0%)	8.5%	0.5%	8.0%	(17.5%)
North America	3.0%	3.0%	5.0%	2.0%	3.0%	(2.0%)
Total CP Products	(6.5%)	(6.0%)	8.0%	1.0%	7.0%	(14.0%)
Hill's	0.5%	0.5%	7.0%	(7.0%)	14.0%	(6.5%)