

## **Colgate-Palmolive Named to Fortune Magazine's 2013 List of 'World's Most Admired Companies'**

NEW YORK, Apr. 30 CSRwire - Colgate-Palmolive has been named to Fortune Magazine's 2013 list of "World's Most Admired Companies," an annual ranking of the world's most admired and respected companies. This year, Colgate ranked #1 in the Soap and Cosmetics sector based on its high performance in several key areas including innovation and social responsibility.

"This annual ranking from Fortune is widely considered a definitive 'report card' on corporate reputations. We are proud to celebrate this recognition, which is a reflection of Colgate's commitment to its core values, social responsibility and high ethical standards," said Ian Cook, Chairman, President and CEO of Colgate-Palmolive.

In the past year, Colgate has received multiple honors and awards for its outstanding commitment to social responsibility and sustainability practices, further supporting this Fortune recognition:

- Named among "World's Most Ethical Companies 2013" by the Ethisphere Institute.
- U.S. EPA ENERGY STAR Partner of the Year 2013, for the third consecutive year.
- Ranked among "Top 50 Companies for Diversity 2013" by Diversity Inc. Magazine.
- Named among "Top 50 Companies for Executive Women 2013" by the National Association for Female Executives.
- Featured among "Top 50 Companies for Multicultural Business Opportunities 2013" by DiversityBusiness.com.
- Recognized among "100 Best Companies" in 2012 by Working Mother Magazine.
- Ranked among the "100 Best Corporate Citizens 2012," an annual survey compiled by Corporate Responsibility Magazine.

Conducted through a partnership between Fortune Magazine and Hay Group, the annually published "World's Most Admired Companies" list is determined based on a survey of 15,000 executives, who rate their peers and competitors on nine different aspects. These aspects include innovation, people management, use of corporate assets, social responsibility, quality of management, long-term investment, financial soundness, quality of products and services, and global competitiveness.

For more on the "World's Most Admired Companies" list, please visit [www.Fortune.com](http://www.Fortune.com). For more information about Colgate-Palmolive, please visit [www.colgatepalmolive.com](http://www.colgatepalmolive.com).

### 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-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, Sanex, 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 website at [www.colgatepalmolive.com](http://www.colgatepalmolive.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit [www.colgatebsbf.com](http://www.colgatebsbf.com).

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30/04/2013