

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

Region	1st Qtr Sales Change <u>As Reported</u>	1st Qtr Sales Change <u>Ex-Divestment</u>	COMPONENTS OF SALES CHANGE FIRST QUARTER		
			<u>Ex-Divested Volume</u>	<u>Pricing Coupons Consumer & Trade Incentives</u>	<u>Exchange</u>
Total Company	15.5%	16.0%	5.5%	3.0%	7.5%
Europe/South Pacific	15.0%	15.0%	3.0%	(1.0%)	13.0%
Latin America	19.5%	21.0%	7.5%	6.0%	7.5%
Greater Asia/Africa	19.5%	19.5%	8.0%	3.0%	8.5%
Total International	18.0%	18.5%	6.0%	2.5%	10.0%
North America	7.0%	7.0%	4.5%	1.5%	1.0%
Total CP Products	15.5%	16.0%	5.5%	2.5%	8.0%
Hill's	16.5%	16.5%	4.0%	7.5%	5.0%