

PERSONAL RELEASE

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby grant to Colgate-Palmolive Company, its subsidiaries, affiliates, agents, successors, legal representatives, assigns and those acting for or on its behalf including, without limitation, its advertising and publicity agencies (all hereinafter referred to collectively as "Company"), the perpetual, irrevocable right and permission to use, at any time and from time to time, my/my child's name, any pseudonym, my/my child's signature, my/my child's biographic data, my/my child's photograph(s) or likeness, or any part thereof, in any form (including caricature), and any statements made by me/my child, either alone or accompanied by other material (all of the foregoing elements are referred to collectively as my/my child's "Identity"), in any manner, throughout the world, for advertising, promotion, publicity, trade or any other lawful purpose, in any medium now known or hereafter developed including, without limitation, printed media, digital and electronic media, audiovisual recordings, still photographs and the Internet.

I represent and warrant that I have the right to use, and allow Company to use, any photograph(s) provided by me to Company for these purposes, and that the biographical information that I provided is accurate.

On behalf of myself and my heirs, I hereby release and discharge Company from any claim or liability (including, without limitation, copyright infringement, defamation, false light, invasion of privacy or right of publicity) based upon any use of my/my child's Identity or any element thereof for such purposes, including alteration, blurring, distortion, optical illusion, retouching or use in a composite form of my/my child's photograph or likeness or any part thereof, whether or not intentional.

By: _____ Date: _____

Name and Address (Print or Type) _____

Name of Child (Print or Type) _____