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SCHOOLS: START YOUR ENGINES, THE RECYCLED PLAYGROUND CHALLENGE IS BACK

Colgate[®], ShopRite[®] and TerraCycle[®] Partner to Donate Playground Made of Recycled Oral Care Waste

TRENTON, N.J., (March 10, 2017) –TerraCycle today announced the 2017 *Recycled Playground Challenge*, its fourth annual partnership with Colgate and ShopRite to teach school students, teachers and communities about preserving healthy smiles and a healthy environment as they compete to win a recycled playground for their school.

Starting March 12, schools located throughout New York, New Jersey, Pennsylvania, Delaware, Connecticut and Maryland are eligible to compete for a new playground made completely of recycled material by joining TerraCycle's Colgate[®] Oral Care Recycling Program, a free, national program hosted by Colgate and TerraCycle.

Through June 30, each unit ("unit" defined as 0.02 lbs of used, post-consumer oral care products and packaging) of oral care waste, such as empty toothpaste tubes and floss containers, sent to TerraCycle for recycling earns participating schools one (1) 'Playground Credit' towards winning the grand prize playground. Schools can earn additional Playground Credits by encouraging their community to vote online by logging onto www.terraCycle.com/colgateshopriteplayground2017.

Full set of rules for the 2017 "Recycled Playground Challenge" can be viewed:
www.terraCycle.com/colgateshopriteplayground2017

"We are pleased to announce the continuation of our Recycled Playground Challenge in partnership with ShopRite and TerraCycle," said Juan Pablo Zamorano, President, North America, Colgate-Palmolive. "By offering the Colgate Oral Care Recycling Program and Recycled Playground Challenge, we are able to remain committed to the well-being of our customers and the preservation of our environment."

The school with the most Playground Credits will be named the winner by July 30, 2017 and the playground will be installed this fall. The first and second runner-up schools, as well as six honorable mention participants, will be awarded various prizes and ShopRite gift cards.

ShopRite is also encouraging community participation in the contest with contest displays throughout its stores and information about the contest on ShopRite's Facebook page.

"ShopRite is excited to once again bring this great program to schools in the communities where our ShopRite stores operate. The Recycled Playground Challenge motivates students to recycle and teaches them innovative ways to preserve the environment," said Christine Magyarits, ShopRite Community

Relations Manager. "For the fourth year in a row, we are excited to have this opportunity to show ShopRite's dedication to the surrounding communities."

All participants in the Colgate® Oral Care Recycling Program are making a difference for the environment and their community. The program is an ongoing activity open to any individual, family, school or community group. For each piece of waste sent in using a pre-paid shipping label, participants can earn money toward donations to the school or charity of their choice.

"With the recycling program, Colgate enables their consumers to divert waste from landfills, engage their communities and be rewarded for their effort," explained Tom Szaky, TerraCycle Founder and CEO. "The Recycled Playground Challenge promotes the program and creates awareness, allowing us to reach more people and make a greater difference in the environment."

For instructions on how to participate in the *Recycled Playground Challenge*, please visit www.terracycle.com/colgateshopriteplayground2017 or your local ShopRite retailer.

To learn more about the Colgate® Oral Care Recycling Program and to sign up, please visit www.terracycle.com/colgate.

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. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit www.colgatebsbf.com.

About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative based in Keasbey, NJ, and the largest supermarket cooperative in the United States. With more than 260 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than six million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated \$40 million to 2,000 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA's ShopRite Classic, ShopRite has raised more than \$30 million for local organizations, hospitals and community groups. For more information, please visit www.ShopRite.com.

About TerraCycle

Founded in 2001, TerraCycle, Inc., is the world's leader in the collection and repurposing of hard-to-recycle post-consumer waste, ranging from used chip bags to coffee capsules to cigarette butts. The waste is collected through free, national, brand-funded recycling programs, as well as various consumer and government-funded models. The collected waste is reused, upcycled or recycled into a variety of affordable, sustainable consumer products and industrial applications. Each year, across 21 countries, TerraCycle collects and repurposes billions of pieces of waste, donating millions of dollars to schools and charities in the process. To learn more about TerraCycle or get involved in our recycling programs, please visit www.terracycle.com.

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