



FOR IMMEDIATE RELEASE

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Colgate's Bright Smiles, Bright Futures Program brings free children's dental screenings to Los Angeles area Big Lots stores

COLUMBUS, OH (February 17, 2009) – Brighter smiles await children in the Los Angeles area as the Colgate-Palmolive Company brings its Bright Smiles, Bright Futures Oral Health Improvement Program to the La Canada and Pacoima Big Lots stores on Saturday, February 21.

The fun and engaging Bright Smiles, Bright Futures dental van and its team of dental professionals will provide free dental education, screenings, and treatment referrals to children up to 12 years old. Children and families can receive services and visit the 32-foot kid-friendly dental van at the following Big Lots locations:

10 a.m. – 1 p.m. at the La Canada, CA Big Lots, 2243 Foothill Blvd., 91011.

2:30 p.m. – 5:30 p.m. at the Pacoima, CA Big Lots, 9727 Laurel Canyon, 91331.

Each child screened will receive a free children's oral care kit and a dental report card. In conjunction with the event, Big Lots is offering a 3 for \$5, 8.2-ounce Colgate toothpaste of choice deal at these store locations.

"Colgate-Palmolive is one of our distinguished national brand suppliers," said CEO Steve Fishman. "We are delighted that Colgate, in the spirit of partnership, is bringing their award-winning oral health program to stores in the communities we serve."

Established in 1991, Colgate's Bright Smiles, Bright Futures reaches 10 million children and families annually with positive oral health education. The company has embarked on an aggressive mission to reach 100 million smiles in the United States by 2009. The program has been implemented in 30 languages and 80 countries worldwide.

"The program truly features a 360-degree approach by targeting partnerships with teachers, parents, dental professionals, and the community," noted Rob Claxton, Big Lots Senior VP of Marketing. "There's nothing more rewarding than being part of a program that spreads smiles to children everywhere."

Company representatives from Big Lots and Colgate-Palmolive will be available for comment during the events.

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About Big Lots

Headquartered in Columbus, Ohio, Big Lots (NYSE: BIG) is a Fortune 500 company with more than 1,300 stores in 47 states. As the nation's largest broadline closeout retailer, Big Lots offers consumers a wide range of bargain-priced merchandise, including brand-name closeouts, seasonal products, consumables, furniture, housewares, toys, and gifts. The Company also sells merchandise via the internet at www.biglots.com and through its wholesale operations which are conducted through **BIG LOTS WHOLESALE, CONSOLIDATED INTERNATIONAL**, and **WISCONSIN TOY** and www.biglotswholesale.com