NEWS RELEASE

Clorox Launches New and Improved Scoop Away Formula

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OAKLAND, Calif. (January 2003) – The Clorox Pet Products Company has introduced a new and improved formula for Scoop Away®, the company's popular price Litter brand.

The new formula of Scoop Away, available on shelves now, replaces the current Scoop Away at all retailers. The product will be available at grocery, drug, mass and pet specialty, dollar and club outlets nationwide.

"Consumers are constantly asking for better odor control and better clumping performance from litter manufacturers," said Rosa Pina, Scoop Away brand manager. "Our new formula helps to meet these key consumer needs better than before, and better than the leading player in the segment."

Scoop Away's new formula beat Tidy Cats® Scoop Immediate Odor Control when tested with consumers for its ability to control litter box odor. Additionally, the new formula's improved clumping power creates harder clumps that allows for quicker and easier removal of mess and odor. For consumers, the result is a litter box that is easier to maintain and odors that are easier to control.>

The new Scoop Away® formula enhances the entire family of Scoop Away products, including Scoop Away® Fresh Scent, Multi-Cat Formula, and Unscented varieties. Scoop Away launched Scoop Away® Plus Crystals earlier this year, the brand's entry into the growing Crystal Blends segments.

The Clorox Company

ScoopAway is a product of The Clorox Pet Products Company, a subsidiary of The Clorox Company. Clorox is a

leading manufacturer and marketer of consumer products with fiscal year 2002 revenues of $4.1 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All® and STP® auto care products, Fresh Step® and Scoop Away® cat litters, Kingsford® charcoal briquets, Hidden Valley® and K C Masterpiece® dressings and sauces, and Glad® bags, wraps and containers. With 9,500 employees worldwide, the company manufactures products in 25 countries and markets them in more than 100 countries. Founded in 1980, The Clorox Company Foundation has awarded grants totaling more than $51 million to nonprofit organizations, schools and colleges; and in 2001-2002 made product donations valued at nearly $5 million.

Tidy Cat is a registered trademark of the Ralston Purina Company.