



NEWS RELEASE

New Armor All Car Wash Wipes - Wipe the Work out of Washing

1/14/2003

NEW PRE-MOISTENED WIPES KEEP
YOUR CAR LOOKING CLEAN IN ONE
EASY STEP

OAKLAND, Calif., Jan. 14, 2003 – The Armor All/STP Products Company began shipping this week new Armor All® Car Wash Wipes, a quick and easy way to clean and shine the exterior surface of your car.

Armor All Car Wash Wipes are soft, thick wipes pre-moistened with a specially designed cleaning formula that safely cleans and shines clear coats. The pre-moistened wipes effectively remove dirt and soil while leaving the car with a shine in half the time of traditional washing. With no water or bucket required, Armor All Car Wash Wipes provide an easy and convenient way to keep your car looking clean without the hassle of ordinary washes.

"Consumers have been enthusiastic about the entire line of Armor All Wipes for the interior of their cars," said Charles Mordy, Armor All brand manager. "Armor All Car Wash Wipes offer the same convenience for the outside of the car. Whether you just want a touch up or you're cleaning the entire car, the wipes make washing simple so your car can look great all the time."

Armor All developed its line of Auto Care Wipes to meet a consumer need for quick and easy solutions to car care. Last year, it launched Armor All Cleaning Wipes, Armor All Protectant Wipes, Armor All Glass Wipes and Armor All Leather Wipes. Each one is designed to address a specific car care need.

New Armor All Car Wash Wipes are available to consumers nationwide and sell for approximately \$3.99 at mass merchandisers, auto supply retailers, warehouse clubs and select grocery and drug stores.

The Armor All/STP Products Company is a subsidiary of The Clorox Company (NYSE, PE: CLX), 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.