NEWS RELEASE

Clorox Announces Dan Heinrich to Succeed Retiring CFO Karen Rose; Tom Johnson Named Corporate Controller

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OAKLAND, Calif., Aug., 4, 2003 — The Clorox Company (NYSE:CLX) (PSE:CLX) today announced the following executive changes, effective Oct. 1, 2003. Daniel J. Heinrich has been named chief financial officer, reporting to President and Chief Executive Officer Jerry Johnston. Heinrich will succeed Karen M. Rose, group vice president–chief financial officer, who has announced her retirement from Clorox. Rose will work actively with Heinrich over the next two months to ensure a smooth transition for the company. Thomas D. Johnson has been named corporate controller, reporting to Heinrich.

"Dan brings considerable expertise and strong financial leadership skills to his post as CFO," said Johnston. "During his career, Dan has had responsibility for each of the financial functions, and this broad-based experience is perfectly suited to his new role as CFO."

Heinrich, 47, joined Clorox in March 2001 as vice president–controller. Prior to joining Clorox, Heinrich was senior vice president–treasurer of Transamerica Finance Corporation in San Francisco. In addition to a background in treasury, he is a certified public accountant with more than 26 years of experience in financial management, including eight years at Ernst and Young and 10 years with the banking subsidiary of Ford Financial Services group. As CFO, Heinrich will be the senior-most executive responsible for Clorox's financial activities, including all controllership, treasury, tax and investor relations functions, as well as information systems and corporate communications.

Commenting on her retirement, Rose said, "After 25 years at Clorox and as I approach early-retirement age later

this month, it was a natural time to begin thinking about what's next in my life. I'm really looking forward to some long-anticipated opportunities for hiking, traveling with my family and exploring my interests in greater depth. I'm also excited about the time I'll have to get more involved in my volunteer activities with the community, especially the board of trustees at California College of the Arts."

"Karen leaves an important legacy at Clorox," Johnston said. "As CFO, Karen led important efforts to reduce costs and strengthen shareholder value, and has developed a strong finance organization with tremendous bench strength. She has had a distinguished career at Clorox, and we greatly value the leadership and direction she has provided."

Rose, 54, joined Clorox in 1978 as a financial analyst and subsequently held financial positions of increasing responsibility within the corporate organization and in the Kingsford® and home care organizations. She was elected vice president–treasurer in 1992 and had overall responsibility for the company's benefits funding, cash and banking, financial planning, investor relations and risk management functions. She has been a member of the company's executive management committee and group vice president–chief financial officer since December 1997.

Johnson, 43, a certified public accountant, joined Clorox in 1988 as a senior internal auditor. Since then, he has held a variety of finance and accounting positions domestically and internationally. Johnson assumed his current position as vice president–group controller for the Specialty Products segment in 2001. As the company's chief accounting officer, Johnson will have responsibility for accounting, financial reporting, customer financial services, corporate real estate and corporate administration services.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2002 revenues of $4.0 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. The Clorox Company Foundation, founded in 1980, has awarded grants totaling more than $51 million to nonprofit organizations, schools and colleges; and in fiscal 2002 made product donations valued at nearly $5 million. For more information about Clorox, visit the company's Web site at www.thecloroxcompany.com.