NEWS RELEASE

Clorox Updates First-Quarter Outlook and Announces Nov. 6 Webcast of First-Quarter Results

9/17/2003

OAKLAND, Calif., Sept. 17, 2003 — The Clorox Company (NYSE: CLX) (PSE: CLX) today updated its earnings outlook for its fiscal first quarter ending Sept. 30, 2003.

For the first quarter, Clorox now anticipates earnings per share of 59-61 cents, which is within the company's previously communicated outlook. As previously announced, Clorox continues to anticipate low single-digit volume growth and increased cost savings versus the year-ago period offset by spending to launch new products, increased R&D investments and higher raw material costs as compared to the year-ago quarter.

Clorox continues to expect that fiscal year 2004 results will be consistent with the company's previously communicated long-term expectations for double-digit earnings-per-diluted-share growth and 3 percent to 5 percent sales and volume growth. Specifically, for fiscal year 2004, the company's preliminary expectations are for earnings per diluted share in the range of $2.47 to $2.57.

First-Quarter Conference Call and Webcast

On Thursday, Nov. 6, 2003, Clorox will host a live audio webcast of its discussion with the investment community regarding the company's first-quarter results. The company will release its first-quarter results earlier that same day. The webcast will begin at 10:30 a.m. PT (1:30 p.m. ET), and can be accessed on the company's Web site at www.thecloroxcompany.com. A replay of the webcast will be archived for one week on the company's Web site.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2003 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, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 8,900 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 cash grants totaling more than $55 million to nonprofit organizations, schools and colleges; and in fiscal 2003 alone made product donations valued at $5 million. For more information about Clorox, visit the company's Web site at www.thecloroxcompany.com.

Except for historical information, matters discussed above, including statements about future volume, sales and earnings growth, profitability, costs, cost savings or expectations, are forward-looking statements based on management's estimates, assumptions and projections. Important factors that could cause results to differ materially from management's expectations are described in "Forward-Looking Statements and Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operation" in the company's SEC Form 10-K for the year ended June 30, 2002, as updated from time to time in the company's SEC filings. Those factors include, but are not limited to, general economic and marketplace conditions and events; the company's costs, including the impact of world events on raw material costs and/or supply disruption; risks inherent in litigation and international operations; the success of new products; the company's ability to manage and obtain the benefits of joint venture activities; the success of information systems design and implementation; integration of acquisitions; and environmental, regulatory and intellectual property matters.