NEWS RELEASE

Clorox® ToiletWand™ Disposable Toilet Cleaning System Replaces Standard Toilet Brushes that Can Harbor Millions of Germs

3/25/2004

OAKLAND, Calif., March 25, 2004 — The Clorox Company (NYSE: CLX) (PSE: CLX) today announced the introduction of Clorox® ToiletWand™, an innovative disposable toilet cleaning system that will make standard dirty toilet brushes — and their germ-ridden caddies — a thing of the past.

"Cleaning the toilet is one of consumers' least favorite household chores," said Glenn Savage, Vice President-General Manager, Laundry and Home Care. "Clorox ToiletWand is a real gamechanger in bathroom care. It makes cleaning the toilet easier and more effective, without the 'ick' factor of regular toilet brushes."

Clorox uses the term "gamechanger" to describe significant product innovations that fundamentally change the categories in which they compete, making household chores faster and more convenient. Recent examples include Clorox® ReadyMop™ self-contained mopping system, which replaced the bucket, dirty water and smelly mop head traditionally associated with mopping; and Glad® Press 'n Seal ™ sealable wrap, which addressed two of consumers' biggest complaints about plastic wrap — ease of use and ability to cling.

Click, Swish and Toss

Clorox ToiletWand is a sturdy, ergonomic wand that clicks onto a disposable, scrubby sponge head. Each head has been pre-loaded with foaming Clorox cleaner and is designed to scrub better than a standard toilet brush, even in hard-to-reach places like under the rim. After a swish around the bowl, users can simply toss the head in the trash with the push of a button.

No one likes using or storing a dirty toilet brush, which research indicates can harbor millions of germs. And between cleanings, those germs can thrive in and around brush caddies, multiplying by the millions. Clorox ToiletWand finally lets consumers get rid of their dirty brush and caddy.

Coming to Store Shelves Soon

The Clorox ToiletWand starter kit, which includes a ToiletWand and six single-use sponges, has a suggested retail price of $9.99. Single-use sponge refills —sold in packages of six — have a suggested retail price of $2.99. Clorox ToiletWand will be widely available in stores in April 2004. Clorox ToiletWand was factored into the company's previously communicated sales, volume and earnings outlook for the balance of its fiscal year, which ends June 30, 2004. For more information on Clorox ToiletWand, visit **www.toiletwand.com**

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. Clorox is committed to making a positive difference in the communities where its employees work and live. 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 **www.thecloroxcompany.com**.

Forward-Looking Statements

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, 2003, 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, competitors' actions, the company's costs, the effects on cash flow of tax payments, the success of information systems design and implementation, the ability to manage and realize the benefits of joint ventures and other cooperative

relationships, risks inherent in litigation and international operations, the success of new products, the integration of acquisitions, and environmental, regulatory and intellectual property matters.