NEWS RELEASE

Clorox Names Frank Tataseo Group Vice President

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OAKLAND, Calif., June 10, 2004 — The Clorox Company (NYSE: CLX) (PSE: CLX) today announced that Frank A. Tataseo, currently senior vice president - sales, has been promoted to group vice president, overseeing functional operations, effective July 1, 2004. Tataseo, 50, will have responsibility for the company's marketing, sales, research and development, product supply and information services functions. He reports to President and CEO Jerry Johnston, and remains an officer and a member of the company's management executive committee.

In his new role, Tataseo will integrate functional strategies and processes to build capabilities that support the company's strategic priorities across all of its businesses.

"Frank has a deep understanding of process dynamics and expertise in aligning various functions to achieve positive results," Johnston said. "I'm excited to have him take on this cross-functional role to drive category leadership and growth of the company's brands."

Tataseo joined Clorox in 1994 as vice president - sales. Previously, he held sales leadership positions for The Pillsbury Co. and the Procter & Gamble Company. He holds a bachelor's degree from Cornell University.

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**.