NEWS RELEASE

Consumer Alert: Lottery Scam With Fraudulent Clorox and Brita Checks Targets the Elderly

12/7/2004

OAKLAND, Calif., Dec. 7, 2004 - The Clorox Company (NYSE: CLX) (PCX: CLX) today issued a warning about a lottery scam targeting consumers, particularly the elderly, throughout the United States.

Victims of the scam report receiving a letter that claims they have won a large cash prize from the International Lottery Sweepstakes of Canada, accompanied by a fraudulent check in the name of either The Clorox Company or The Brita Products Company, a Clorox subsidiary, to cover lottery fees. To collect their winnings, victims are instructed to deposit or cash the check, and then either mail or electronically transmit the equivalent amount of money to an address in Canada. In some cases, victims have reported receiving multiple letters and checks, as well as telephone solicitations from individuals claiming to represent the International Lottery Sweepstakes.

Clorox and Brita have no connection to the Canadian lottery and are in no way involved with any promotion resembling this scam. In addition to alerting consumers, the companies have notified law enforcement agencies in an effort to identify the perpetrators as quickly as possible.

Consumer Inquiries

Individuals who receive the fraudulent notice or have information about the scam should contact their local FBI office for referral to the White Collar Crime squad. Impacted consumers may also call Clorox and Brita directly at (510) 271-2966.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2004 revenues of $4.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Brita® water-filtration systems, 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 8,600 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 $58.3 million to nonprofit organizations, schools and colleges; and in fiscal 2004 alone made product donations valued at $5 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

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Consumer Services Hotline
(510) 271-2966