NEWS RELEASE

Carolyn M. Ticknor Elected to Clorox Board of Directors

1/19/2005

p>OAKLAND, Calif., Jan. 19, 2005 - The Clorox Company (NYSE: CLX) (PCX: CLX) today announced the election of Carolyn M. Ticknor to its board of directors. Ticknor is the retired president of Hewlett-Packard's imaging and printing business.

Ticknor, 57, served as president of Hewlett-Packard's $20.5 billion imaging and printing systems business from 1991 until her retirement in March 2001. She joined HP in 1977, and held a number of leadership positions, including president of LaserJet Solutions from 1994 to 1999. She is currently an adviser to venture capital and a consultant to entrepreneurs.

Ticknor also serves on the board of directors for Veritas Software and OfficeMax. She is a member of the board of trustees of the Lucile Packard Children's Hospital at Stanford and the Idaho Shakespeare Festival. She holds a bachelor's degree in psychology from University of Redlands in California, a master's degree in industrial psychology from San Francisco State University and a master's degree in business administration from the Stanford Graduate School of Business.

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, 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 8,600 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**.