NEWS RELEASE

Clorox® BathWand™ Cleaning System Reaches for a Better Clean

1/26/2005

OAKLAND, Calif., Jan. 26, 2004 - The Clorox Company (NYSE: CLX) (PCX: CLX) today announced the forthcoming introduction of Clorox ® BathWand™, an innovative gamechanger in bathroom care that makes cleaning the bath and shower easy.

"We know people hate cleaning their bathrooms and that they spend more time cleaning the shower than any other bathroom surface," said Glenn Savage, vice president - general manager, Laundry and Home Care. "The cleaning power of new Clorox BathWand makes it easier than ever to get a sparkling clean tub and shower."

Clorox uses the term "gamechanger" to describe significant product innovations that make household chores faster and more convenient. Recent examples include Glad® Press 'n Seal™ sealable wrap, which addresses two of consumers' biggest complaints about plastic wrap--ease of use and ability to cling; Glad® ForceFlex™ trash bags with a unique diamond texture that stretches to prevent punctures and rips; and Clorox® ToiletWand™ disposable toilet cleaning system, which replaces standard toilet brushes that can harbor millions of germs.

Clorox BathWand is an all-in-one ergonomic tool providing the cleaning power of a sturdy wand combined with scrubby pads. Each pad is pre-loaded with concentrated Clorox cleaner that lab tests show cleans better than the leading bathroom cleaner. Its 23-inch handle is the optimal length to provide users with the leverage needed to clean the tub and shower better, even in hard-to-clean areas, without having to bend or stretch.

The Clorox BathWand starter kit, which includes the BathWand and two disposable cleaning pads, has a suggested retail price of $9.99. Disposable pad refills--sold in sets of five--have a suggested retail price of $2.99. Clorox BathWand starter kits and refills will be widely available in stores beginning April 2005. Clorox BathWand was factored into the company's previously communicated sales and earnings outlook for the balance of the fiscal year,

which ends June 30, 2005.

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**.

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 & Analysis" in the company's SEC Form 10-K for the year ended June 30, 2004, 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, including changes in the company's exposure to commodity cost increases; the effects on cash flow of tax payments and share repurchases, including interest costs and repayment of debt incurred to finance repurchases; 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. The company's forward-looking statements are and will be based on management's then current views and assumptions regarding future events and speak only as of their dates. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by the Securities laws.

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