NEWS RELEASE

Clorox Ads Honored at Cannes Lions International Advertising Festival

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LOSS OF TV COLOR AND A MISCHIEVOUS BOY GENERATE RECOGNITION AT PRESTIGIOUS EVENT

OAKLAND, Calif., July 18, 2005 - Two Clorox Company (NYSE: CLX) (PCX: CLX) advertising campaigns earned kudos at the 52nd Cannes Lions International Advertising Festival last month in Cannes, France. The campaigns were created by DDB Worldwide, Clorox's primary ad agency, which received awards for its campaigns promoting Glad® Press 'n Seal® wrap and Clorox® Ropa Color, color-safe bleach marketed in Latin America.

"These prestigious awards reflect the strength of the Clorox Marketing team, and the creativity and talent of our partners at DDB," said Derek Gordon, vice president--Marketing for The Clorox Company. "The greatest reward is the strong reception consumers have had to these products."

Clorox® Ropa Color takes the gold

The Clorox® Ropa Color campaign, called "What Happened to the Color?" received the Gold Media Lion for Best Use of TV. It was created by DDB Colombia and OMD Colombia. In the spot, which was embedded in regular programming, TV images froze and faded from color to black and white. The color then reappeared, along with the tagline, "Try new Clorox for colors."

"We were confident this unique approach would resonate with consumers in Colombia because advertising there is considered a valuable source of information as well as a form of entertainment," said Marcia Lorente, DDB global

business director. The strategy paid off: One month after the program execution, sales of Clorox® Ropa Color increased 53 percent.

Glad® Press 'n Seal® wrap wins a bronze

The Glad® Press 'n Seal® wrap TV commercial, called "Pool," received a Bronze Film Lion, the first ever for DDB San Francisco. The spot features two teenage girls sunbathing next to a swimming pool. When a little brother appears and attempts to splash the girls, his mischievous act is halted as a pair of hands enters the screen and seals the pool with Press 'n Seal ® wrap, a unique and versatile sealing wrap introduced in 2003. The award was one of only three given in the Household category.

Cannes Lions is considered the world's most prestigious advertising competition. Each year, more than 8,500 industry figures and 600 international press from 80 countries view the best in international advertising and marketing campaigns. The festival's panel of judges is composed of advertising executives from all over the world, including the United States. Awards are given to the most creative TV/film, print, outdoor and online advertising, as well as the best media strategies.

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 7,600 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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