NEWS RELEASE

Clorox Increases Quarterly Dividend and Announces Dividend Payment

11/16/2005

OAKLAND, Calif., Nov. 16, 2005 - The Clorox Company (NYSE: CLX) (PCX: CLX) today announced that its board of directors has approved an increase in the company's quarterly dividend rate. The quarterly cash dividend will be increased to 29 cents per share from 28 cents per share. The dividend at the new rate will be payable Feb. 15, 2006, to stockholders of record on Jan. 28, 2006.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2005 revenues of $4.4 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 $62.3 million to nonprofit organizations, schools and colleges; and in fiscal year 2005 alone made product donations valued at $4.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.