NEWS RELEASE

New Clorox ® Anywhere Hard Surface™ Daily Sanitizing Spray Offers a Gentle Way to Kill Bacteria in the Home

11/29/2005

OAKLAND, Calif., Nov. 29, 2005 - The Clorox Company (NYSE: CLX) (PCX: CLX) today announced the introduction of Clorox ® Anywhere Hard Surface™ daily sanitizing spray. This breakthrough sanitizing product kills 99.9 percent of bacteria on hard, nonporous surfaces, yet is as gentle as water and can be used around kids, pets and food.

"Clorox Anywhere Hard Surface daily sanitizing spray is strong enough for the bathroom, gentle enough for the nursery and appropriate for every room in between," said Brand Manager Jeremy Milk. "From the toy blocks, highchair and pacifier to the dog bowl and toys, Clorox Anywhere Hard Surface daily sanitizing spray is powerful enough to give you peace of mind and gentle enough to use even when the kids are nearby."

Clorox Anywhere Hard Surface daily sanitizing spray is The Clorox Company's latest gamechanger, a term the company uses to describe significant product innovations that meaningfully change the categories in which they compete, making household chores faster and more convenient and providing substantial incremental sales growth.

No rinsing, no wiping, no worries

Clorox Anywhere Hard Surface daily sanitizing spray kills 99.9 percent of common bacteria found in homes, including E coli, salmonella choleraesuis, streptococcus pneumoniae (strep) and staphylococcus aureus (staph). And there are no harsh fumes or harmful residues, so consumers can spray it on virtually any nonporous hard surface and walk away without rinsing or wiping.

Clorox Anywhere Hard Surface daily sanitizing spray will be available at food, drug and mass retail outlets nationwide in January 2006, at a suggested retail price of $2.99 for a 22-ounce bottle. Clorox Anywhere Hard Surface daily sanitizing spray was factored into the company's previously communicated sales and earnings outlook for its fiscal year, which ends June 30, 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.

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, 2005, 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; the success of new products and consumer reaction to innovation; competitors' actions; the company's costs, including changes in exposure to commodity costs such as resin, diesel and chlor-alkali; increases in energy costs; consumer reaction to price increases; the company's actual cost performance; any future supply constraints which may affect key commodities; risks from natural disasters; risks inherent in litigation and international operations; the ability to manage and realize the benefits of joint ventures and other cooperative relationships, including the company's joint venture with Procter & Gamble regarding the company's Glad® plastic bags, wraps and containers business; the integration of acquisitions and mergers; the divestiture of non-strategic businesses; and environmental, regulatory and intellectual property

matters. In addition, the company's future performance is subject to risks following the share exchange transaction with Henkel, including the sustainability of cash flows and the actual level of debt costs. Declines in cash flow, whether resulting from tax payments, debt payments, share repurchases or otherwise, or interest cost increases greater than management expects, could adversely affect the company's earnings.

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 federal securities laws.

Contacts

Financial media inquiries: Dan Staublin - (510) 271-1622
Consumer-oriented and trade media inquiries: Vicki Friedman - (510) 208-4271
Investor and analyst inquiries: Steve Austenfeld - (510) 271-2270