NEWS RELEASE

Clorox Updates Financial Outlook for Second Quarter and Confirms Full Fiscal Year; Provides Initial Outlook for Third and Fourth Quarters

12/19/2005

Oakland, Calif., Dec. 19, 2005 – The Clorox Company (NYSE: CLX) (PCX: CLX) today updated its financial outlook for the fiscal second quarter ending Dec. 30, 2005, and confirmed its outlook for the fiscal year ending June 30, 2006. The company also provided initial financial outlook for the fiscal third quarter ending March 31, 2006, as well as the fiscal fourth quarter.

"In the midst of a challenging cost environment, we are working closely with customers on our pricing initiatives, and continue to feel good about the execution of our cost-savings activities," said Chairman and CEO Jerry Johnston. "I am also particularly excited about the third-quarter launches of Kingsford® charcoal with Sure Fire Grooves™ and Clorox® Anywhere Hard Surface™ daily sanitizing spray."

For the second quarter, Clorox now anticipates sales growth of 2-4 percent versus the year-ago quarter, when the company delivered 9 percent sales growth. The company's second-quarter outlook for diluted EPS from continuing operations is now in the range of 44-49 cents. Included in the company's second-quarter outlook is an estimated incremental impact of 3-4 cents from expensing equity compensation in accordance with SFAS No. 123-R.

For the third quarter, Clorox anticipates sales growth of 4-7 percent, reflecting the net benefits of price increases and new products, including Clorox® Anywhere Hard Surface™ daily sanitizing spray, which will be available nationwide in January 2006. The company anticipates third-quarter diluted EPS from continuing operations in the range of 66-73 cents. The company's third-quarter outlook includes strong advertising support behind new products.

For the fourth quarter, Clorox anticipates sales growth of 3-5 percent and diluted EPS from continuing operations in

the range of $1.04-$1.14. Included in the company's fourth-quarter outlook are the continuing benefits of price increases, and the company's expectation that commodity costs in the latter part of the fiscal year will be slightly lower than the extreme post-hurricane levels, although still higher than year-ago levels. For fiscal 2006, the company's sales outlook continues to be at the high end of its previously communicated long-term target of 3-5 percent. Clorox's fiscal-year outlook for diluted EPS from continuing operations continues to be in the range of $2.91-$3.06, which includes an estimated incremental impact of 14-16 cents from expensing equity compensation in accordance with SFAS No. 123-R.

Second-Quarter Conference Call and Webcast

On Feb. 2, 2006, Clorox will host a live audio webcast of a discussion with the investment community regarding the company's second-quarter results. The webcast will begin at 10:30 a.m. PT (1:30 p.m. ET), and can be accessed at **www.TheCloroxCompany.com/investors/index.html**. A replay of the webcast will be available for one week on the company's Web site.

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 $62.2 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.