



NEWS RELEASE

Quick-Clearing Clogs No Longer a "Pipe" Dream

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NEW LIQUID PLUMR® POWERJET™
INSTANT DRAIN CLOG REMOVER
ELIMINATES WAITING GAME

OAKLAND, Calif., March 2, 2006 – Americans now more than ever are cutting corners to create more "me time," according to a recent Roper study. In exchange for that time, 51 percent postpone household chores. Others simply shrug off cleaning tasks altogether – nearly 1 in 4 hire others to do their dirty work.

No need to cut corners any longer. Thanks to the experts at Liquid-Plumr®, clearing clogs from drains can be done instantaneously; it doesn't have to be a "drain."

Liquid-Plumr® Power Jet™ blows in like a lion in March, just in time for spring-cleaning. The single-use drain clog remover blasts clogs in THREE seconds. Gone are the minutes (and minutes and minutes) of waiting for clogs to dissolve.

Liquid-Plumr Power Jet quickly breaks up clogs by releasing a powerful jet of air and liquid into sink and tub drains. The innovative canister design fits directly over the drain allowing for foolproof accuracy and no messy spills. Users simply press down on the canister for THREE seconds to propel its contents deep into "Clog Country" and the hair, soap, toothpaste, lint and other unidentifiable clog culprits are virtually blasted away.

"Consumers are mostly satisfied with the efficacy of liquid drain clog removers, but now the drain can be unclogged in just a few seconds," said Lynda Lurie, Liquid-Plumr Marketing Manager. "Liquid-Plumr Power Jet eliminates the

waiting game."

Liquid-Plumr Power Jet has a suggested retail price of \$4.99 and will be widely available in March 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.

Contacts

Mary Seltzer, mary.seltzer@ketchum.com, (415) 984-2235

David Kellis, david.kellis@clorox.com, (510) 271-2252