NEWS RELEASE

Whites Bright, Clothes Softer - Now That's Laundry Bliss

8/22/2006

NEW CLOROX® ULTIMATECARE™ PREMIUM BLEACH IS MORE THAN YOU EXPECT

OAKLAND, Calif., Aug. 22, 2006 – Imagine luxurious, soft and fluffy white towels, sparkling bright white soccer shorts and clean white sheets that smell like fresh cotton. Stop imagining – getting terrific whites and soft, pleasant smelling laundry just got easier with the introduction of Clorox® UltimateCare™ premium bleach.

Clorox® UltimateCare™ premium bleach is the first product to combine the great liquid bleach benefits like whitening, cleaning, and stain and soil removal with several new, user-friendly features. UltimateCare™ premium bleach is even gentle enough to pour directly on all bleachable fabrics. Enjoy the soft, fluffy feel and the pleasant, fresh Soft Cotton™ scent. There's no need to wait for the water to fill the tub, just pour it directly on your clothes. Pre-treating and stain removal is now simpler, and the results are remarkable.

"Clothing and linens can be a huge household investment and you want these garments to look good over time," said Harold Baker senior scientist at The Clorox Company, also known as Dr. Laundry. "UltimateCare Premium Bleach has the whitening power you'd expect, but is also gentle enough to pour directly on clothes - leaving them soft and smelling fresh."

Clorox® UltimateCare™ premium bleach is safe to use on all bleachable fabrics such as cotton, nylon and polyester. To test if UltimateCare™ premium bleach can be used on a particular fabric, use the easy pre-test

instructions found on the back. UltimateCare™ premium bleach is gentle enough to pour directly on bleachable fabrics to pre-treat stains, or can be added directly in the wash load. Its convenient, simple to handle drain back bottle was specially designed with an easy pour spout allowing the user to effortlessly measure into the single dose cap and safely pour UltimateCare™ premium bleach directly on fabrics. Formulated as a thick and creamy liquid, it allows for minimal splashes, and the bottle makes for easy storage with other laundry products.

"I believe UltimateCare™ premium bleach is the best innovation for the laundry room since the introduction of the Bleach Pen," said Dr. Laundry. "While laundry will always be a chore, this new product is bringing a little bliss to the task, and a chance for more time out of the laundry room."

Clorox® UltimateCare™ premium bleach is widely available in grocery and mass merchandise retail stores as of July 2006 and can be found in the laundry aisle where you find bleach. The product will come in a 30 oz. size or in a 90oz bottle. For more information, please visit **www.clorox.com**.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2006 revenues of $4.6 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 litter, Kingsford® charcoal, 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 $66.3 million to nonprofit organizations, schools and colleges; and in fiscal 2006 alone made product donations valued at $6 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

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