NEWS RELEASE

Armor All Signs Agreement with Mallory Industries to Offer Line of Armor All® branded Automotive Cleaning Accessories

10/31/2006

OAKLAND, Calif., Oct. 31, 2006 – The Armor All/STP Products Company, a leader in car care appearance products, announced today that it has signed an exclusive agreement with Mallory Industries Inc., a leading manufacturer of automotive, household and window cleaning products, to produce a full line of Armor All® branded automotive cleaning accessories.

"We are thrilled to be working with a manufacturing partner such as Mallory. We believe its new line of cleaning accessories will be well received by do-it-yourselfers and car-cleaning enthusiasts. This will be an excellent extension of the Armor All® brand," said Steven Silberblatt, Vice President, New Business Development and Licensing, The Clorox Company.

"Armor All has been an industry leader for more than 35 years and we are all excited to be associated with such a well-known and respected brand. We believe our new line of Armor All® products will be well received," said Allan Hechtman, Director of Marketing, Mallory Industries Inc.

The Armor All® branded products from Mallory will address a wide variety of vehicle cleaning needs including interior, exterior and specialty auto appearance items. This exciting initiative will hit retail in 2008.

The agreement was arranged through Brand Sense Partners, the Los Angeles based brand extension and business development firm. "Mallory's commitment to quality and category expertise, makes them a great partner to extend the Armor All® brand into the car care accessories category," said Robert Hollander, President, Brand Sense

Partners.

Companies interested in additional Armor All licensing opportunities should contact Rob Powell, Director of Business Development at Brand Sense Partners, at 310-867-7205.

About Armor All

The Armor All/STP Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox 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 KC 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, please visit **www.TheCloroxCompany.com**.

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About Mallory

Mallory is a third generation family business that has proudly offered its customers quality since 1900. This founding principle continues to distinguish Mallory's designs, production and delivery of seasonal and year round cleaning products for automotive and household uses.

Mallory Industries, Inc. (Ontario, Canada) and Mallory USA, Inc. (South Sioux City, Nebraska), have fully integrated manufacturing, warehousing and distribution facilities to serve North America and global markets. Domestic and International customers have long recognized Mallory for its commitment to exceptional quality, service of supply and category leadership.

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About Brand Sense Partners

Brand Sense Partners, LLC accelerates the growth of new categories of business for their clients by leveraging their brand equity and other strategic assets. The firm's visionary team of diverse industry experts develop, analyze and then execute new business initiatives – while reducing capital costs, risk, and time to market. The result: new highly profitable revenue and accelerated strategic business growth. Brand Sense's broad range of clients include consumer brands in the sports, entertainment, automotive, retail, fashion, cosmetics and technology industries. Brand Sense Partners is headquartered in Los Angeles. For more information on Brand Sense Partners, please visit **www.bsp.com**.