NEWS RELEASE

# Calvin S. Hatch, Former Clorox Chairman and CEO, Dies at 85

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OAKLAND, Calif., Oct. 4, 2006 -- The Clorox Company (NYSE:CLX) today announced that former Chairman and CEO Calvin "Cal" Shipley Hatch died on Oct. 1, 2006, at the age of 85.

Hatch joined Clorox in 1972 as vice president – sales, following 25 years with Procter & Gamble's sales organization. Subsequently, he was named group vice president – marketing services, and, in 1976, took on additional responsibility for the Kingsford division and the company's former mushroom operations in the United Kingdom. With his election as executive vice president in 1977, Hatch became responsible for the company's sales, marketing, advertising, research and development, manufacturing and legal functions as well as human resources, procurement and public affairs. In 1981, he was elected president and chief executive officer of the company. In 1982, he was also elected chairman of the board. He retired from the company on March 31, 1986.

Hatch's tenure as CEO was marked by significant gains in sales, net profit and shareholder return. Between 1981 and 1985, net sales increased 40 percent to more than $1 billion. New internally developed products and acquisitions further diversified the business. He leveraged the company's strong brand equities to maximize pricing and build gross margins, doubling the company's profit margin within five years. Under Hatch's leadership, the company built its growing capabilities in the cleaning products category, launching Tilex® mildew remover, which combined the company's technical expertise in sodium hypochlorite and home cleaning formulations. He was responsible for establishing the company's food business as a separate operating unit in 1982, leading to the introduction of bottled Hidden Valley® Ranch salad dressing and the company's entrance into its first "mega" category (i.e., a category with more than $1 billion in sales). In fiscal year 1985, the company used its growing fragrances expertise, adding micro-encapsulated fragrance to clay-based cat litter, growing the Fresh Step® equity

into the second largest brand of cat litter in the U.S. Just prior to his retirement, the company extended the Clorox® brand equity with Fresh Scent Clorox® liquid bleach.

Throughout his career and into retirement, Hatch was involved in numerous civic and business organizations. He received several awards, including the United Nations Eleanor Roosevelt Humanitarian Award in 1985 and the University of Utah Distinguished Alumnus Award in 1994.

Born Feb. 23, 1921, Hatch was a native of Salt Lake City and a graduate of University of Utah with a bachelor's degree in business administration. Hatch's dedication to University of Utah continued throughout his life. Following his retirement, he served on the university's National Advisory Council, Health Science board, and the boards of directors of the Moran Eye Center and the Diabetes Center. Together with his wife, he established the Calvin S. and JeNeal N. Hatch endowed Chair in Ophthalmology at the John A. Moran Eye Center for the prevention and cure of macular disease.

Hatch is survived by his wife of 60 years, JeNeal, and their children, Marcia H. Thomas of Lafayette, Calif., and Julie Hatch of La Jolla, Calif., as well as six grandchildren and three great grandchildren.

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 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**.

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