NEWS RELEASE

Clorox Increases Quarterly Dividend and Announces Dividend Payment

11/15/2006

OAKLAND, Calif., Nov. 15, 2006 – The Clorox Company (NYSE: CLX) today announced that its board of directors has approved an increase in the company's quarterly dividend rate. The quarterly cash dividend will be increased to 31 cents per share from 29 cents per share. The dividend at the new rate will be payable on Feb. 15, 2007, to stockholders of record on Jan. 31, 2007.

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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