NEWS RELEASE

Don't Let Holiday Stains Ruin Your Spirit ... Or Your Tablecloth

11/27/2006

DR. LAUNDRY'S FREE HOLIDAY STAIN HOTLINE HELPS CLEAN UP SPLASHES FROM THIS SEASON'S CELEBRATORY BASHES

OAKLAND, Calif., Nov. 27, 2006 – If holiday spills and stains turn you into a Grinch during the holiday season, there is a solution. Call Dr. Laundry's Holiday Stain Hotline at 1-877-STAIN-411 for tips on removing stubborn stains.

Available 24 hours everyday through the New Year, the hotline offers America's holiday home entertainers help for the second season in a row. The "Doctor" is in to cure your post-party pains - those tricky leftover stains.

"Let's face it, stains happen," said Dr. Laundry, also known as Harold Baker, senior scientist at The Clorox Company. "You may not have an army of elves to help with the post-party clean up, but I'm here to provide a little comfort as the mountains of wash start to pile up."

Judging from last year's calls, the worst stain offenders were chocolate smears, gravy splashes and red wine spills. Inevitably, your holiday guests will leave their mark in your home, perhaps in the form of lipstick on napkins or coffee on tablecloths. All of the above, plus eggnog, pumpkin pie, soup and newcomer, pomegranate, have their place (and solutions) on Dr. Laundry's Holiday Stain Hotline 1-877-STAIN-411.

Need help with a mysterious stain not offered on the Dr. Laundry Holiday Stain Hotline? What about answers to

your other laundry questions? Seek advice directly from Dr. Laundry by visiting his Web blog at **www.drlaundryblog.com**.

About 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**.

Contacts

Laura Hanson, The Clorox Company
510.271.2738, laura.hanson@clorox.com
Sharon Foldes, Ketchum
415.984.6178, sharon.foldes@ketchum.com