NEWS RELEASE

Glad Partners With NYC's Sanitation to Keep City Clean This Holiday Season

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THE GLAD PRODUCTS COMPANY DONATES 125,000 TRASH BAGS FOR COMMUNITY CLEAN-UP EFFORTS

NEW YORK, Nov. 21, 2006 – While visions of sugar plums may happen in our minds each holiday season, most Americans are more likely to have visions of greasy napkins, brown bananas, chicken bones and green baloney. That's right, we're talking trash. Americans throw away 25 percent more trash between Thanksgiving and New Year's than any other time of year. This extra waste amounts to 25 million tons of garbage or about one million extra tons each week.

Helping to tame the trash, The Glad Products Company has partnered with New York City's Department of Sanitation (DSNY) to donate 125,000 trash bags for community clean-up efforts. It's part of a larger partnership between Glad and Keep America Beautiful. Additionally, 22-by 28-inch signs reading "Glad – New York City Tough. Keep NYC Clean," have been placed on 2,200 DSNY sanitation trucks through January, encouraging New Yorkers to be mindful of excess waste. The signs are the first to ever adorn the City's collection vehicles.

Tips for Taming Trash

According to a Glad Trash Trend survey, 75 percent of respondents agree that most trash is created during the December holidays with wrapping paper (74%), followed by food waste (21%), making up the majority of their trash.

But excess waste can be avoided with a little pre-planning. Vito A. Turso, NYC's Department Deputy Commissioner for Public Information and Community Affairs, offers these simple solutions for a less wasteful, environmentally responsible holiday:

- Waste not with wrapping. Reuse gift bags, wrapping paper and ribbon when wrapping this season's gifts. Or use old posters, maps, comic pages – even cake pans or decorative baskets.
- Bring your own shopping bag. Thousands of paper and plastic shopping bags end up in landfills each year. Bring reusable bags for gift or grocery shopping. Tell store clerks you don't need a bag for small or oversized purchases.
- Don't let your leftovers go to waste. After holiday parties, put leftovers in recyclable containers or take them to a homeless shelter.
- Give a gift that doesn't need to be wrapped. Purchase movie or concert tickets, gift certificates or make a donation to a local charity in someone's name.
- Recharge. About 40 percent of all battery sales occur during the holiday season. Buy rechargeable batteries to accompany electronic gifts, and consider giving a battery charger as well.
- Don't use paper or plastic when entertaining. Use dishes, glassware and silverware for parties rather than disposable paper goods. If your party is larger than your dish and glass supply, try renting these items.
- Cut down on the catalogs. Take the time to call mail-order supply companies and request that your name be removed from unwanted subscriptions and mailing lists.
- Re-use Your Tree. More than 33 million live Christmas trees are sold in North America each year. After use, look for ways to recycle your tree instead of sending it to a landfill. Check with your community solid waste department and find out if they collect and mulch trees. Your town might be able to use chippings from mulched trees for hiking trails and beachfront erosion barriers.
- Get your neighbors and friends involved. Winter is an excellent time of year to conduct neighborhood food or clothing drives to help those in need. Instead of giving gifts to your friends, make a pact to give back to the community via volunteering.

About The Glad Products Company

The Glad Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. In addition to Glad® ForceFlex® trash bags, the Glad lineup of products in the United States and Canada includes freezer, food storage and sandwich bags; food wraps; outdoor, indoor and recycling disposal bags; and GladWare® containers and ovenware. Glad products are developed and manufactured under a joint venture agreement between The

Clorox Company, The Glad Products Company and The Procter & Gamble Company.

About New York City Department of Sanitation

Since 1881, when the New York City Department of Sanitation was founded, waste collection and disposal have come virtually full circle. At the end of the 19th century, one of the Department's most prolific commissioners, Colonel George Waring, instituted efficiencies and waste reduction programs that foretold the programs of today -- including recycling, street sweeping and a dedicated uniformed cleaning and collection force. Today, the Department is the world's largest, collecting over 12,000 tons of residential and institutional refuse and recyclables a day. The City's businesses, whose waste is collected by private carting companies, generate another 13,000 tons of refuse each day.

Contacts

Jennifer Strasburg
Current Lifestyle Marketing
415-449-0125; jstrasburg@currentlm.com