



NEWS RELEASE

Helping the Red Cross Prevent and Prepare for Life's Emergencies, One Purchase at a Time

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CLOROX TO DONATE \$1 MILLION
FROM THE SALES OF BLEACH,
WIPES TO SUPPORT 'DEDICATED TO
A HEALTHIER WORLD' EFFORT

WASHINGTON, D.C., Calif., Nov. 2, 2006 - To help raise awareness of the need to prepare and prevent emergencies, The Clorox Company has pledged to donate \$1 million dollars from the sales of its namesake disinfecting bleach, disinfecting wipes and selected other products to the American Red Cross, the organization announced today.

Under the banner "Dedicated to a Healthier World," the goal of the Clorox and Red Cross partnership will be to encourage the education and training of families in disaster preparedness, infant and child CPR, first aid and other Red Cross lifesaving programs and services. "It's with the help and generosity of contributions, like the one from Clorox, that we continue to be able to support our mission of preventing, preparing and responding to emergencies," said Jack McGuire, Interim President and CEO for the American Red Cross.

"This pledge not only supports basic emergency preparedness, it will help us to bring more attention to our health and safety training that we think is critical for all Americans."

"For more than 20 years, Clorox has responded with donations of bleach and other products to help following times of disaster," said Don Knauss, Clorox Chairman and Chief Executive Officer. "But disaster response is only one face of the Red Cross; with this pledge we can help to provide support for the enormous task it undertakes every day of

helping families prevent and prepare for emergencies."

As part of the "Healthier World" effort, Clorox and the Red Cross will work together on programs throughout the year, from advertising and retail customer events to the world of racing. The Red Cross symbol and the organization's toll-free financial donation hotline - 1-800-RED CROSS - appear on the side, hood and rear of the #47 Clorox car, driven by up-and-coming Busch series driver Jon Wood.

For more information on this partnership, please go to www.clorox.com/redcross.

About the American Red Cross

The American Red Cross has helped people mobilize to help their neighbors for 125 years. Last year, victims of a record 72,883 disasters, most of them fires, turned to the nearly 1 million volunteers and 35,000 employees of the Red Cross for help and hope. Through more than 800 locally supported chapters, more than 15 million people each year gain the skills they need to prepare for and respond to emergencies in their homes, communities and world. Almost 4 million people give blood-the gift of life-through the Red Cross, making it the largest supplier of blood and blood products in the United States. The Red Cross helps thousands of U.S. service members separated from their families by military duty stay connected. As part of the International Red Cross and Red Crescent Movement, a global network of more than 180 national societies, the Red Cross helps restore hope and dignity to the world's most vulnerable people. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work.

About The Clorox Company

Clorox Bleach has a long history of use in times of natural disasters. When boiling water isn't possible, bleach is recommended for use to disinfect water. Bleach also is recommended for use in the cleanup of homes contaminated by floodwaters.

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.