NEWS RELEASE

Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix Honored for Its Place in History

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CELEBRITY CHEF TYLER FLORENCE HOSTS RECOGNITION CEREMONY AND KICKS OFF HOLIDAY RECIPE REINVENTION CONTEST AT NATIONAL INVENTORS HALL OF FAME

OAKLAND, Calif., Nov. 9, 2006 – Celebrity chef and culinary road warrior Tyler Florence knows a thing or two about how Americans really eat. It's no secret to Florence or to America's home cooks that Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix holds a place of honor in hearts and kitchens nationwide.

Today, Hidden Valley® Original Ranch® dressing will be recognized for its contribution to delicious meals year-round – as well as holiday favorites from stuffing to spinach dip. According to the Association of Dressings and Sauces, ranch has become the most popular dressing in America. As the original ranch dressing, Hidden Valley's versatile packet has long been the flavor foundation of tried-and-true family dishes that play a starring role in weeknight dinners and holiday meals.

To usher in the holiday season, Florence is hosting an event at the National Inventors Hall of Fame® (NIHF) in Akron, Ohio, where the original recipe and historical memorabilia will be donated to the museum's archives. To celebrate the occasion, he also will announce the launch of a contest to recognize America's most delicious "Recipes Reinvented."

"At the National Inventors Hall of Fame, we're dedicated to recognizing and encouraging invention and creativity. As a result, we celebrate innovations of all kinds. Hidden Valley® Original Ranch® Dressing is a good example of an everyday invention that all Americans can enjoy, and we're glad to help preserve its history" said Vince Greczanik, director of museum operations, NIHF.

In addition, the makers of Hidden Valley® Dressings will make a $5,000 donation to the Akron Canton Regional Food Bank (ACRFB), along with $1,000 in dressing and seasoning products, for use in holiday meal distributions. The ACRFB is part of America's Second Harvest national food bank network.

How The Original Ranch® Dressing was Invented

The original ranch® dressing seasoning was created in the 1950s as a delicious, take-home gift for visitors to the real-life Hidden Valley Ranch in California. As its popularity grew in the 1960s, the ranch owners began selling it through local retailers in the Santa Barbara area. By the 1970s, the dry mixture of select herbs and spices (which was combined with mayonnaise and buttermilk) was such a hit that The Clorox Company acquired the brand and the ranchers' dressing became available in 17 countries and more than 15 varieties, including Old-Fashioned Buttermilk Ranch, Cracked Peppercorn Ranch and Spicy Ranch. Subsequently, ranch dressing has become a national favorite and beloved dressing, topping, dip and "secret" ingredient in favorite family recipes.

"Hidden Valley® Original Ranch® dressing is a true American original. For more than half a century, the seasoning mix has delivered the fresh, creamy ranch dressing that Americans love and has inspired countless home cooks to invent their own exciting, tasty dishes," said Florence.

Today, families look to ranch dressing for a wide range of unique and personalized uses in kitchen creations. Ranch is always tops as a kid-approved dip for vegetables or chicken fingers, a delicious condiment for all ages or a base in dressed-up dips for adult entertaining. The distinctive flavor also lends itself to family favorite salads and main dishes that range from Burrito Wraps to Creamy Chicken Kiev and show-stopping sides from Creamy Broccoli and Cheese to Ranch Roasted Potatoes. Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix also is often used as a "secret" ingredient in family favorite dishes such as Florence's innovative reinvented holiday recipes for Holiday Hidden Valley Ranch Roast Turkey and Original Ranch Baked Potato Gratin and Mushroom and Roasted Fennel Soup. (Complete recipes included)

"Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix was the original and it has withstood the test of time. Ranch continues to be at the heart of delicious traditions and new flavor frontiers. For more than half a century, the packets have provided a cooking staple and secret helper for American families in their meals and snacks," said Lisa Partnoy, marketing manager of Hidden Valley® Ranch dressings.

Contest Celebrates Recipe Reinvention with Ranch

To celebrate the donation to the NIHF and the timeless appeal of the original ranch, Florence also announced the launch of the "Hidden Valley® Original Ranch® Recipes Reinvented" contest. The search is on for America's most unique, tasty and easy-to-prepare recipes using Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix.

One grand prize winner will receive a complete family recipe reinvention experience that includes a series of personal chef-prepared dinners for family and friends, as well as a hands-on cooking lesson with a chef to inspire future recipe reinventions. In addition, the winner's recipe will be published in a Hidden Valley® Ranch cookbook, "Original Bites: Recipes Reinvented with Ranch." The winner also will receive a gift basket of a variety of Hidden Valley® Ranch dressing. Five runners-up also will win the gift basket of Hidden Valley® Ranch products. (See "Contest Fact Sheet" or the official contest rules on www.HiddenValley.com for further details.)

"The Hidden Valley® Ranch 'Recipes Reinvented' Contest is sure to inspire recipe innovation in home kitchens across the country," added Florence. "The search is on for delicious, signature recipes made with Hidden Valley® Original Ranch® products that home cooks love to create and share at family holiday gatherings, potlucks and book clubs."

For More Information

For complete details on the contest and for Florence's delicious ideas for reinventing holiday recipes using Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix, visit **www.HiddenValley.com/promotions.php**.

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**.

About the National Inventors Hall of Fame

The not-for-profit National Inventors Hall of Fame Foundation is the premier organization in America dedicated to honoring and fostering creativity and invention. Each year a new class of inventors is inducted into the Hall of Fame in recognition of their patented inventions that make human, social, and economic progress possible. Founded in 1973 by the U.S. Patent and Trademark Office and the National Council of Intellectual Property Law Association, the Hall's permanent home is Akron, Ohio, where the inventors in the Hall are honored and from where it administers its national programs, including Camp Invention®, Club Invention®, and the Collegiate Inventors Competition®.

About The Hidden Valley® Ranch 'Recipes Reinvented' Contest

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Contest ends 1/15/07. For Official Rules and prize descriptions, visit **www.hiddenvalley.com/promotions.php**. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94611.

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