NEWS RELEASE

STP Signs Agreement with Recochem to Offer Line of STP® Branded Antifreeze & Windshield Washing Fluids

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OAKLAND, Calif., Nov. 7, 2006 – The Armor All/STP Products Company has announced today that it has signed an exclusive licensing agreement with Recochem, Inc., a global leader in specialty chemicals, to develop, distribute, market and sell a complete line of antifreeze/coolants, windshield washing fluids and de-icers for the North American market.

"We feel that expanding the STP lineup through Recochem's offering will be an excellent strategic extension for this storied brand," said Steve Silberblatt, Vice President of New Business Development and Licensing for The Clorox Company, which owns STP. "We are extremely pleased to be working with Recochem on building the STP brand presence in this key automotive care category."

Recochem's Senior Vice President of Business Development, Kert Teblum said, "We are very excited to be associated with the STP brand. It has a long and prestigious history of producing performance products for the automotive industry and we believe our new offerings will hold true to this illustrious tradition."

"Staying true to STP's core values was a critical factor when choosing a partner to help extend STP's brand," said Robert Hollander, President of Brand Sense Partners, STP's brand extension agency which initiated the deal. "Recochem will help bring the innovative and high performing qualities consumers expect from the STP brand into this line of products."

The products will be featured at this year's Automotive Aftermarket Products Expo (AAPEX), the industry's largest

trade show running October 31 - November 2 in Las Vegas, NV. Companies interested in additional STP licensing opportunities should contact Rob Powell, Director of Business Development at Brand Sense Partners, at 310-867-7205.

About STP

The Armor All/STP Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox 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 KC 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, please visit **www.TheCloroxCompany.com**.

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About Recochem

Recochem is a Canadian-owned, privately held company with a reputation for aggressive market penetration and superb distribution channels. Since its inception in 1951, the company has been known for innovation, agility, growth and socially responsible business practices. Recochem's reputation has earned vendor appreciation awards from several major retail chains and excellent relationships with its suppliers around the world. For more information about Recochem, please visit **www.recochem.com**.

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About Brand Sense Partners

Brand Sense Partners, LLC accelerates the growth of new categories of business for their clients by leveraging their brand equity and other strategic assets. The firm's visionary team of diverse industry experts develop, analyze and then execute new business initiatives – while reducing capital costs, risk, and time to market. The result: new highly profitable revenue and accelerated strategic business growth. Brand Sense's broad range of clients include consumer brands in the sports, entertainment, automotive, retail, fashion, cosmetics and technology industries. Brand Sense Partners is headquartered in Los Angeles. For more information on Brand Sense Partners, please visit **www.bsp.com**.