



NEWS RELEASE

# Telemundo and Clorox Team Up on New Telenovela "Dame Chocolate"

2/20/2007

NEW GROUND FOR CLOROX IN  
BRANDED ENTERTAINMENT.

**Miami, Fla., Feb. 19, 2007** – In a partnership that will lead to a featured role for bleach and other Clorox® products, The Clorox Company has teamed up with Telemundo, a leading producer of innovative and high quality content for Hispanics in the U.S., on the network's upcoming telenovela "Dame Chocolate" ("Give Me Chocolate"). The original production out of Telemundo Studios in Miami, Fla. is set to air in early March and features the return of actor and singer/songwriter Carlos Ponce to the small screen.

The production is the first venture by Clorox into branded entertainment in the Hispanic market. The multiyear partnership begins with "Dame Chocolate" in the U.S. market and includes international syndication in several countries around the world, along with discussions about future sponsorships.

"Telenovelas are truly a global phenomenon," said Derek Gordon, Clorox vice president and chief marketing officer. "Viewers form a deep, intense relationship with the shows, making the entire genre the right opportunity to connect our brands with consumers in a way that goes beyond traditional advertising, beyond passive product placement—and beyond the U.S. general market."

"As producers of our own content, we are in a unique position to harness and influence pop culture on behalf of our partners," said Steve Mandala, senior vice president, Sales and Marketing, Telemundo and NBC Universal Networks. "We provide a special integration capability that allows partners to bring their marketing objectives to life

both here in the U.S. and abroad."

Although the Clorox advertising agency for Argentina, DDB Argentina, along with FiRe Advertainment, worked on bringing Clorox and Telemundo together, the goal of everyone involved was to produce a classic telenovela, not an ad.

"The use of our products in the show has to feel genuine," said Clorox's Gordon. "To approach the audience directly with a marketing message would miss the entire point."

Among The Clorox Company products to be included in the story line are: Clorox® bleach and Clorox® disinfecting wipes, along with Pine-Sol® cleaner, Kingsford® charcoal and Glad® trash bags and food-storage bags in the U.S; and Poett, Mistolín and Ayudín cleaners in Latin America.

"Dame Chocolate" will follow the adventures of a young girl caught between two irresistible forces: love and chocolate. When her uncle -The Chocolate King - dies, she learns she is the only one left with the secret to the chocolate recipe that earned him his empire and his millions.

"In only three years, Telemundo has grown to be one of the most recognized brands in the Spanish-language TV industry around the world," said Marcos Santana, president, Telemundo Internacional. "We match great storytelling with a one-of-a kind opportunity for our clients and partners to grow with us."

The team for "Dame Chocolate" also included Michael Costello, vice president, Marketing, Clorox International; Tony Gerst, vice president, Clorox multicultural division; Ellen Liu, media buying manager at Clorox U.S; and Naghmeh Vahdat, marketing manager, Clorox-Chile; Rodrigo Figueroa Reyes At FiRe Advertainment; Marcia Lorente, DDB/San Francisco; and Sarah Oitzenger at Dieste, Harmel & Partners.

In addition to Carlos Ponce, "Dame Chocolate's" cast includes Génesis Rodríguez, María Antonieta de las Nieves, Héctor Suárez, Kristina Lilley, Khotán, Ricardo Chávez, and Karla Monroig, among others. The novela will be directed by Luis Manzo (Tierra de Pasiones). General Producer, Jairo Arcila. Executive Producer and Creative Director, Aurelio Valcarcel.

## About Clorox

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 more than two dozen countries and markets them in more than 100 countries. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

## About Telemundo

Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news, and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic viewers in 142 markets through its 16 owned and operated stations, 36 broadcast affiliates, and nearly 684 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

## Contacts

Telemundo

Alfredo Richard

305-889-7597

[arichard@telemundo.com](mailto:arichard@telemundo.com)

Clorox

Mary O'Connell

510-271-7166

[mary.o'connell@clorox.com](mailto:mary.o'connell@clorox.com)