NEWS RELEASE

Hidden Valley Brings Competition From the Court to the Kitchen

3/13/2007

WIVES OF TOP COLLEGE BASKETBALL COACHES COMPETE IN CHARITABLE DUNK & DIP CHALLENGE

OAKLAND, Calif., March 13, 2007 – During March, college basketball fans can root for their favorite teams beyond the courtside competition with the Hidden Valley® Original Ranch® dressings Dunk & Dip Challenge. Wives of top college basketball coaches will match up their dunk-able dip recipes for game-day entertaining, with proceeds donated to charity.

The challenge begins March 13, when fans will have a chance to vote for their favorite dip at **http://allrecipes.com/dunkanddip**. On March 29, just in time for the end of the college basketball's big tournament, the winning wife will be announced at the Coaches vs. Cancer® Breakfast in Atlanta.

Four wives brought their game to the kitchen by putting a new twist on their favorite dip recipes with a packet of Hidden Valley® Original Ranch® Dressing and Seasoning Mix:

- Juli Boeheim, wife of Coach Boeheim of Syracuse University, serves up The Orange's Cheese and Ranch Dip, a warm blend of Cheddar cheese, red bell peppers, celery and sour cream, then topped with beautiful Mandarin oranges.
- Melanie Felton, wife of Coach Felton of University of Georgia, drives to the hoop with her Georgia Peach Salsa

with Bulldog Ranch Crisps. The state's prized fruit is the M.V.P. supported by a team of flavors from tangy red onions, jalapeno chilies, sweet tomatoes and fragrant cilantro.

- Barb Kruger, wife of Coach Kruger of University of Nevada, Las Vegas, puts on a full court press with her Runnin' Rebels Ranch Guacamole. Nutty avocadoes get an assist from red onions, bell peppers, chile and lime juice.
- Kelly Ryan, wife of Coach Ryan of University of Wisconsin, makes a fastbreak with her Badgers Cheddar and Ranch Fondue, a melting pot of farmhouse Cheddar cheese and white wine accented with plump tomatoes.

With your votes, the winning wife will receive a $5,000 donation to Coaches vs. Cancer®, an organization that empowers basketball coaches, their teams, and local communities to make a difference in the fight against cancer.

Bring Ranch Fever Home

All four recipes are also showcased in Original Bites, a recipe booklet created by the makers of Hidden Valley® dressings that features more than twenty great-tasting, original recipes created by everyone from celebrity chefs to home cooks, all celebrating the flavor of ranch. For more than 50 years, Hidden Valley® ranch lovers have come up with unique and personalized ways to use a packet of Original Ranch® Salad Dressing & Seasoning Mix in their kitchen creations. The versatile packet adds a zesty kick to mouth-watering appetizers, party dips or crowd-pleasing condiments. Start a new family tradition that combines game-day viewing with your own delicious dishes to savor long after the season is over.

To download a free copy of Original Bites and find other delicious game-time dishes, visit **www.HiddenValley.com**.

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 Coaches vs. Cancer

Coaches vs. Cancer® is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Coaches vs. Cancer provides critical mission outreach, while raising funds in support of the Society's lifesaving cancer research, education, advocacy, and community service efforts.

Contacts
Kate Lindley
Current Lifestyle Marketing
312-988-3578; klindley@currentlm.com

Laura Hanson
The Clorox Company
510-271-2738; laura_hanson@clorox.com