NEWS RELEASE

Kingsford Celebrates Early Start of Daylight-Saving Time With Charcoal Grilling Celebration in the Big Apple

3/12/2007

FIRST EVER "SPRING-FORWARD, GET GRILLING!" EVENT INVITES NEW YORKERS TO SLOW DOWN AND GRILL

New York, March 12, 2007 – This weekend, Americans turned their clocks forward three weeks earlier than usual, signaling an early start of daylight-saving time and, more importantly, an early kickoff of one of America's favorite family pastimes – charcoal grilling.

To celebrate this early start of grilling season, the makers of Kingsford® charcoal, with the help of KC Masterpiece® sauces, Hidden Valley® dressings and GLAD® products will host a dawn-to-dusk cook-out today in Madison Square Park to encourage New Yorkers to slow down and experience the joy of charcoal grilling, a great way to spend time with family and friends.

Joining the makers of Kingsford® charcoal to help celebrate the extended grilling season is Chris Lilly, famed Alabama pitmaster and six-time Memphis in May champion, who will bring a taste of "low and slow" to the city that's anything but. "Nothing signals the coming of warm weather like the smell of the season's first charcoal cookout. I'm happy to help Kingsford® bring a bit of barbecue to New Yorkers," said Lilly. "Charcoal grilling brings family and friends together to relax and enjoy good times over great-tasting meals, and where I come from, that's

what it's all about."

Also on hand to ring in the new grilling season will be Latin grilling authority and Manhattan restaurateur Aaron Sanchez, along with barbecue expert and author of the "Kingsford Complete Grilling Cookbook," Rick Rodgers. Together, these masters of barbecue will give charcoal grilling and barbecue smoking demonstrations, provide free grilling tutorials, and grill up mouthwatering samples of championship barbecue fare throughout the day.

Encouraging Families to Grill Together and Eat Together

To pay tribute to the charcoal cookout's role as the ultimate family gathering, Kingsford®, KC Masterpiece®, Hidden Valley® and GLAD® are supporting an important campaign: Family Day – A Day to Eat Dinner with Your Children™, created by The National Center on Addiction and Substance Abuse (CASA) at Columbia University as a way to prevent kids from abusing substances. As part of their commitment to this national effort encouraging families to eat together more often, Kingsford®, KC Masterpiece®, Hidden Valley® and GLAD® will donate $50 (up to $25,000) for every person that stops by today's event and pledges to eat dinner together as a family just one more time per week.

Firing Up the Grills

With the help of Lilly, Sanchez and Rodgers, Kingsford® will have the grills fired up from dawn to dusk. Event highlights include:

- 7 a.m. Lighting of the Grills. The Kingsford team fires up the grills for the first "official" charcoal cookout of the season.
- 8 a.m. – Puttin' on Low & Slow. Watch smokers get loaded and recipes get prepared for low & slow BBQ by pitmaster pro Chris Lilly.
- 9 a.m. – Kingsford® Breakfast of Champions. Sample a signature charcoal-grilled breakfast item.
- 11:30 a.m. – Grilling Latin American Style. Learn Latin-inspired grilling recipes, tips and techniques, from celebrity chef Aaron Sanchez.
- 3 p.m. – Secrets from the "Kingsford Complete Grilling Cookbook". Enjoy select recipes from the man who wrote the book on charcoal grilling, Rick Rodgers.
- 4:30 p.m. – Book Signing. First 100 guests receive a free signed copy of the "Kingsford Complete Grilling Cookbook" by author Rick Rodgers.
- 5 p.m. – Mastering Low & Slow. Sample regional BBQ recipes that have been cooking all day, while learning tips and techniques from pitmaster pro Chris Lilly.

Spring Forward, Get Grilling! Event Details

Spring Forward, Get Grilling! will begin at 7 a.m. on March 12, 2007 at Madison Square Park (23rd Street and Broadway) and will conclude at 7 p.m. Event admission and activities are open to the public at no cost. This year's daylight-saving time begins three weeks early and ends one week later than usual, as mandated by a government bill passed to conserve energy. For grilling tips and recipes, visit **www.kingsford.com**.

About The Kingsford Products Company, LLC

The Kingsford Products Company, LLC 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. With 7,600 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries. For more information about Clorox, visit **www.TheCloroxCompany.com**.

About The National Center on Addiction and Substance Abuse (CASA) at Columbia University

The National Center on Addiction and Substance Abuse (CASA) at Columbia University is the only national organization that brings together under one roof all the professional disciplines needed to study and combat all types of substance abuse as they affect all aspects of society. CASA launched Family Day – A Day to Eat Dinner with Your Children™ in 2001 after more than a decade of its research consistently showed that the more often kids have dinner with their families, the less likely they are to smoke, drink or use drugs. For more information about Family Day, which will be celebrated on September 24th in 2007, log onto **www.CASAFamilyDay.org**.

Contacts
Jennifer Strasburg
Current Lifestyle Marketing
415-449-0125; jstrasburg@currentlm.com
Aileen Zerrudo
The Clorox Company
510-271-3075; aileen.zerrudo@clorox.com