



NEWS RELEASE

Armor All and AutoZone® Search for the Top Car Detailer

5/15/2007

WINNER OF THE ARMOR ALL DIY
DARE CONTEST BECOMES
HONORARY PIT CREW MEMBER
FOR #47 ARMOR ALL RACE CAR
AND WINS \$10,000 TOWARD A
CUSTOM DREAM GARAGE

OAKLAND, Calif. (May 15, 2007) – Ready, set, wash. Armor All is teaming up with AutoZone and Jon Wood, driver of the #47 car, to conduct a nationwide search for the country's best car detailer. One lucky grand-prize winner will also join the #47 team as an honorary pit crew member on Friday, October 12 at Lowe's Motor Speedway for the Dollar General 300 race.

The Detail it Yourself Dare (DIY Dare)" contest* is designed to uncover America's best detailer for the interior and exterior of the car. In addition to being named an honorary pit crew member for the Busch Series race, the winner will receive \$10,000 toward a Custom Dream Garage. Last year's winner Kathy Lozowski, of Amityville, NY, defeated four finalists from around the country who each spent 20 intense minutes competing in a detailing duel.

"I'm sure the competition will be fierce again this year and the entire #47 Armor All team is eager to put America's best detailer right to work." said #47 Car Driver Jon Wood.

To enter, contestants can log onto www.aa-ownercenter.com. From there, they need to submit a brief description

explaining their favorite detailing tip and a photo or video of their best-detailed car. The deadline to enter is 7/28/07. Four finalists will be selected and flown to Charlotte, North Carolina for a Busch Series Race. The finalists will be teamed up with an Armor All pit crew member for the ultimate car detailing challenge. A celebrity judging panel that includes Jon Wood will select one grand-prize winner, who will win \$10,000 toward a Custom Dream Garage. The winner will also participate as an honorary pit crew member for Wood's #47 Armor All racing team during the Dollar General 300 Race on October 12 in the Charlotte, North Carolina area.

"Armor All is constantly seeking fun and innovative ways to interact with our consumers," said Jon Paluga, marketing manager for The Armor All/STP Products Company. "We are also thrilled to have AutoZone as a partner this year and the SPEED Network as a sponsor. For the second year in a row we're offering consumers an opportunity to win some great prizes, and the once-in-a-lifetime thrill of being an honorary pit crew member at a NASCAR race."

About Armor All

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. 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. For more information on Armor All, go to www.armorall.com

* 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 Submission Phase ends 7/28/07. For Official Rules, free method of entry, and prize descriptions, visit <http://www.aa-ownercenter.com/>. Sponsor: The Armor All/STP Products Company, 1221 Broadway, Oakland, CA 94612.

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