NEWS RELEASE

Summer Is Here and Stains Are Near

5/16/2007

DR. LAUNDRY'S FREE SUMMER STAIN HOTLINE HAS THE SOLUTION FOR KEEPING SUMMER WHITES BRIGHT

OAKLAND, Calif., (May 16, 2007) – This summer, if you're spending more time in the laundry room than enjoying the sunshine, Clorox® has the solution to get you back outside. Call Dr. Laundry's Summer Stain Hotline at 1-877-STAIN-411 (877-782-4641) for tips on keeping your clothes bright, white and stain-free day after day.

As luck would have it, the hot color for the summer season remains that stain magnet – white. In fact, in a recent survey conducted by The Clorox Company, 65 percent of respondents said they wear more white clothing during the summer than any other season. However, 35 percent of respondents with children in the household said they are more likely to avoid wearing white for fear of nasty stains.

From grass stains to burger grease slicks, pink lemonade puddles and ketchup smears, Dr. Laundry's Summer Stain Hotline is available 24 hours a day through Labor Day weekend. The stain removal secret to saving a crisp white shirt or kids' khaki shorts is just a phone call away.

"While summer adventures bring smiles to kids' faces, it can be a drag for most parents to clean up the messes from the season's fun," said Harold Baker, associate research fellow for The Clorox Company, aka Dr. Laundry. "Now you can call on me for laundry help instead of scrambling for a solution to get out that ketchup smudge."

Dr. Laundry's Summer Stain Hotline features laundry tips and solutions for getting out the toughest stains of the season including condiments (ketchup and barbecue sauce) as well as ice cream, grass, dirt and mud stains, burger grease, berries, beverages (iced tea or coffee, fruit punch, pink lemonade and margaritas) and sunscreen stains. So let the kids play in the dirt! Take a big bite of that juicy cheeseburger with all the fixings! Order an extra scoop on your ice cream cone! There's no excuse not to enjoy this season of sunshine and smiles. Call Dr. Laundry's Summer Stain Hotline at 1-877-STAIN-411 or visit **www.drlaundryblog.com** for other stain and laundry questions.

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**.

Contacts

Laura Hanson, The Clorox Company
510.271.2738, laura.hanson@clorox.com

Louise Dolby, Ketchum
415.984.6215, louise.dolby@ketchum.com