



NEWS RELEASE

Five Hot Celebrity Chefs Vie for Title of America's Steamiest Chef

8/15/2007

FANS CAN VOTE IN GLAD'S
STEAMIEST CHEF CONTEST AND
HELP RAISE MONEY FOR CHEFS'
CHARITIES OF CHOICE

OAKLAND, Calif., Aug. 15, 2007 - The steam is rising this summer as The Glad Products Company is turning up the heat in the kitchen with five of America's steamiest chefs. Glad is asking fans to vote for America's steamiest chef to help introduce its new cooking breakthrough - GLAD® SimplyCooking™ Microwave Steaming Bags, which are specifically designed to steam vegetables in the microwave in a healthy, safe and convenient way.

Starting August 15, the "Culinary Fab Five" face off in the GLAD® SimplyCooking™ Steamiest Chef Contest, an online "election" in which consumers can vote to decide who will be named America's Steamiest Chef. The chefs are listed below.

In addition, Glad is conducting a sweepstakes in which consumers can win dinner with that winning chef or a trip to Miami for a "Top Chef" VIP Experience. Visit www.GLAD.com/SteamiestChef to vote for your favorite chef and enter the sweepstakes*, all the while ogling over the steamy chefs' photos and recipes specially created for GLAD® SimplyCooking™ Microwave Steaming Bags. Voting will help benefit several charities, with the winning chef's charity receiving a \$30,000 donation from Glad and the other four chefs' charities each receiving \$5,000.

Fans can cast their vote for one of these steamy chefs:

- Govind Armstrong - The hottie behind Table 8 restaurant in Los Angeles and Miami who has been named one of People magazine's "50 Most Beautiful." Chef Armstrong supports Common Threads, which educates children on the importance of nutrition and physical well-being, and encourages an appreciation for the world's diversity through the food and art of different cultures.
- G. Garvin - The sexy star of TV One's "Turn Up the Heat" and the king of keeping it super simple in the kitchen. Chef Garvin supports the Jenesse Center, the oldest domestic violence shelter in the country. The center provides victims of domestic violence with a comprehensive, centralized base of support during times of crisis and beyond.
- Dave Lieberman - The charming boy-next-door host of Food Network's "Good Deal with Dave Lieberman" TV show and "Eat This" web show, as well as the author of two cookbooks. Chef Lieberman supports Grow for Good, a national initiative dedicated to supporting local farms and encouraging sustainable agriculture.
- Aaron Sanchez - The brains and brawn behind New York City's Paladar and Centrico restaurants, and one of People magazine's "50 Most Beautiful." Aaron supports Vineyard Workers Services, a non-profit corporation dedicated to providing the farm worker community with suitable housing and assistance in meeting their related human needs.
- Sam Talbot - The bad-boy finalist of season two of BRAVO's hit series "Top Chef" and restaurateur. Chef Talbot supports Juvenile Diabetes Research Foundation International, the leading charitable funder and advocate of type 1 (juvenile) diabetes research worldwide.

Fans can vote as often as they'd like. In addition, consumers who enter Glad's Steamiest Chef Sweepstakes will have a chance to win one of the following prizes:

- Grand Prize: Take a trip to the hometown of America's Steamiest Chef and dine with him at his favorite restaurant. Prize also includes round-trip airfare for two, a three-night hotel stay, and \$500 spending cash.
- First Prize: Enjoy a VIP trip for two to Miami, the home of "Top Chef" Season 3. Prize includes round-trip airfare for two to Miami, a three-night hotel stay, and a gourmet dinner.
- Second Prize (5): Five people will win 12 10-count packages of GLAD® SimplyCooking™ Microwave Steaming Bags.

About GLAD® SimplyCooking™ Microwave Steaming Bags

Made with a proprietary technology that includes heat-resistant materials, GLAD® SimplyCooking™ Microwave Steaming Bags have a stand-up functionality that not only makes them easier to fill, season and serve, but allows

for cooking with liquid seasonings or sauces. A venting mechanism regulates the steam level to consistently steam fresh or frozen vegetables in minutes, leaving them colorful, tender and more flavorful than boiling. Vegetables turn out crisp, yet tender, and are ready in minutes without pots and pans. Steamed vegetables, like those made in GLAD® SimplyCooking™ Microwave Steaming Bags, retain more nutrients, natural flavors, and colors than vegetables that are boiled.

Convenient Cooking

"Studies continue to show that, despite understanding and awareness of the many inherent benefits of eating vegetables, produce consumption continues to be low," said Elizabeth Pivonka, president and CEO of Produce For Better Health. "With consumers using the lack of convenience as an excuse, GLAD® SimplyCooking™ Microwave Steaming Bags provide the perfect solution by making preparation quick, easy and delicious."

GLAD® SimplyCooking™ Microwave Steaming Bags provide moms with a convenient way to get flavorful vegetables on the dinner table more often. What's more, they also are a contemporary take on the traditional bagged lunch, enabling portability and easy preparation for a nutritious meal in minutes at work. In addition, the bags can also be used to store vegetables in the refrigerator before or after cooking.

Availability and Price

GLAD® SimplyCooking™ Microwave Steaming Bags hit grocery and mass merchandise store shelves nationwide this month, available in 10-count packages at a suggested retail price of \$2.99. For more information, including suggested recipe ideas, preparation tips and a demo video, visit www.GLAD.com/simplycooking.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of \$4.8 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 7,800 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries.

About The Glad Products Company

The Glad Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. In addition to GLAD® Simply Cooking™ Microwave Steaming Bags, the Glad lineup of products in the United States and Canada

includes freezer, food storage and sandwich bags; food wraps; outdoor, indoor and recycling disposal bags; GladWare® containers and Ovenware; and GLAD ForceFlex® trash bags. Through its Glad to Help™ program, the Glad Products Company is committed to helping make a positive difference in the community. Glad products are developed and manufactured under a joint venture agreement between The Clorox Company, The Glad Products Company and The Procter & Gamble Company. For more go to **www.GLAD.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. Sweepstakes ends 10/17/07. For Official Rules, prize descriptions and odds disclosure, visit **<http://glad.eprize.net/steamiestchef>**. Sponsor: The Glad Products Company, 1221 Broadway, Oakland, CA 94612.

Media Relations

David Kellis

The Glad Products Company

510-271-2252; david.kellis@clorox.com

Kate Lindley

Current Lifestyle Marketing

312-929-0506; klindley@currentlm.com