NEWS RELEASE

Joe Theismann Joins All-Pro Grill Team, Calls Plays to Bring the Tailgate Home

8/27/2007

KINGSFORD® CHARCOAL PARTNERS WITH ESPN FOR FIRST-EVER TAILGATE WEEK, BRINGING FANS THE CHANCE TO WIN PRIZES AND LEARN GAME-DAY STRATEGIES FROM FOOTBALL AND GRILLING GREATS

OAKLAND, Calif., Aug. 27, 2007 – World champion quarterback Joe Theismann and champion pitmaster Chris Lilly this season will be on the virtual sidelines coaching sports fans who host friends and families at backyard tailgate parties.

Tailgate Week, created by Kingsford® charcoal and ESPN, pairs the season's biggest college football games with recipes created by Theismann and Lilly that incorporate foods and flavors native to the schools' states. For example, tailgaters can enjoy the sweet smell of the grill and the orange glow of the coals by grilling Lilly's Tennessee Dry Rub Ribs when the home team takes on their biggest rivals this year.

"Tailgating is one of my favorite football season traditions and hosting people in my own backyard is just as fun as grilling in the parking lot, if not more," said Theismann, who adds to the fun at his parties by making good use of his backyard to encourage a halftime game of tag football.

While 60,000 fans might fill a stadium to watch a game, millions more watch from the friendly confines of their own home. And grilled food is the perfect complement to watching sports, making this pigskin partnership one of football season's hottest match ups, especially for those that choose to tailgate at home. In fact, the most popular place to grill is at home with 94 percent of charcoal grillers grilling right in their own "home field" and nearly one out of every four (38 percent) continuing to grill through the fall football season 1.

"I like to encourage a little friendly competition at my backyard tailgates – especially on game days that include big rivalries," said Lilly. "What better way to fire up team spirit than by incorporating charcoal grilling recipes that represent each of the competing teams into your menu?"

After all, tailgating is not a spectator sport, especially when fans bring the action home to their own backyards where family and friends gather around the grill to enjoy smoky flavors. To honor at-home tailgaters, Kingsford will provide enthusiasts with the chance to win a $5,000 Backyard Upgrade and Kingsford® Racing Dream Day as part of the "Go-To Play Challenge" contest. The grand prize package includes everything needed for throwing the ultimate game-day party, including a large Kingsford® console grill, an assortment of grilling accessories and ESPN-branded tailgating products, as well as a VIP trip for four to the Homestead-Miami Speedway Busch Series-NASCAR Race Nov. 16-18, 2007, with travel accommodations, airfare, pit passes and the opportunity to serve as the pit crew chef.

"We're hoping our partnership with ESPN will score big with grilling enthusiasts," said Natalie Barber, Associate Marketing Manager for Kingsford. "Tailgating season isn't just about football – racing, basketball, baseball and soccer seasons are all good reasons to keep the charcoal grill going throughout the year. In fact, gameday is the perfect excuse to spend time with family and friends."

Fans can enter the "Go-To Play Challenge" contest by submitting their favorite Go-To Play recipe, when they visit MealsTogether.com or ESPN.com (keyword Kingsford) Aug. 27 through Sept. 20, 2007. The top five Go-To Plays will compete in the playoffs, where ESPN Web site visitors will select the contest winners by voting for the tailgating MVP Sept. 22 through Oct. 8. Each week of the contest and subsequent voting (Aug. 27 through Oct. 8), fans also can enter to win the "Weekly Grills 'N Thrills Giveaway" sweepstakes where 35 entrants will be selected to win a Kingsford® Grill Pack, including an "ESPN Gameday Gourmet" cookbook, Kingsford® kettle grill, Kingsford® grilling accessories and a year's supply of Kingsford® charcoal.

For more details about the "Go-To Play Challenge" contest and the "Weekly Grills 'N Thrills Giveaway" sweepstakes along with recipes and real tips from real grillers, visit **www.MealsTogether.com**. This unique Web site unites four Clorox brands – Hidden Valley®, KC Masterpiece®, Kingsford® and Glad® – in an effort to promote family togetherness. Each brand brings an important element of family dining to the table, and the Web site features a holistic experience that stimulates, inspires and enables families to create quality times together at home.

1 Source : Clorox Segmentation Study / Cannondale; HPBA

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 7,600 employees worldwide, the company manufactures products in more than two dozen 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.

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 2007 revenues of $4.8 billion. Clorox manufactures products in more than two dozen countries and markets them in more than 100 countries. For more information about Clorox, visit **www.TheCloroxCompany.com**.

Media Relations
Dianna Mangiantini
Current Lifestyle Marketing
415-449-0122; dmangiantini@currentlm.com

Drew McGowan
Kingsford/The Clorox Company
510-271-7499; drew.mcgowan@clorox.com