



NEWS RELEASE

Green Works™ Cleaners: Powerful, Naturally

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THE CLOROX COMPANY
INTRODUCES NEW BRAND OF
NATURAL CLEANING PRODUCTS;
ESTABLISHES ALLIANCE WITH THE
SIERRA CLUB

OAKLAND, Calif., Jan. 14, 2008 - The Clorox Company today announced the introduction of Green Works™ cleaners, a breakthrough line of natural cleaning products that are as effective as conventional cleaners but made from plant-based ingredients.

"Green Works is a breakthrough product for Clorox and for consumers who want to clean naturally but don't want to compromise on performance," said Don Knauss, chairman and CEO of The Clorox Company. "During the past several years, Clorox has been developing a formula that would clean better and possess the highest levels of natural ingredients. We achieved this with Green Works."

Green Works is at least 99 percent natural and made from ingredients derived from coconuts and lemon oil. The products are formulated to be biodegradable, non-allergenic, packaged in bottles that can be recycled and not tested on animals. The Green Works line includes five natural cleaning products for use in the home, kitchen and bathroom:

- Green Works Natural All-Purpose Cleaner
- Green Works Natural Glass & Surface Cleaner

- Green Works Natural Toilet Bowl Cleaner
- Green Works Natural Dilutable Cleaner
- Green Works Natural Bathroom Cleaner

Natural products represent less than one percent of the total cleaning category. According to Green Works Brand Manager Matt Kohler, category growth has been limited largely because of consumers' concerns over product performance and price. "Many natural cleaners are double the price of traditional brands, but in the end do not clean well," he said.

According to consumer research [1], 43.8 percent of consumers said they want to use more natural household cleaning products, but the products need to get the job done. In lab and blind consumer in-home testing, all Green Works products performed as well as, or better than leading conventional cleaners.

As the first natural cleaner with national distribution, Green Works will move natural cleaning into the mainstream. Its affordability also enables consumers to take a step toward living a more natural lifestyle without paying a significant premium price.

"For generations, The Clorox Company has been committed to making products that improve consumers' everyday lives," said Knauss. "The addition of Green Works to our brand portfolio means more cleaning choices for consumers on neighborhood store shelves."

Green Works and the Sierra Club

Green Works is also the first line of natural cleaners developed by a major consumer products company. To commemorate this launch, Clorox today announced an alliance with the Sierra Club.

"One of the Sierra Club's primary goals is to foster vibrant, healthy communities with clean water and air that are free from pollution," said Sierra Club Executive Director Carl Pope. "Products like Green Works help to achieve this goal in the home. We're looking forward to working with Clorox and the Green Works team to promote a line of natural cleaning products for consumers who are moving toward a greener lifestyle."

"Our partnership with the Sierra Club is significant for Green Works but also for The Clorox Company as we continue the focus on our sustainability efforts," said Knauss. "Industry plays an important role in environmental conservation. We are looking forward to working with the Sierra Club so that we can continue to be part of the solution."

In April, Green Works labeling will feature the Sierra Club's logo - just in time for Earth Day - marking the brand's commitment to supporting the oldest and largest grassroots environmental organization in the U.S.

Green Works natural cleaning products will be available at food, drug and mass retail outlets nationwide in January 2008. The products are priced from \$2.99 to \$3.39. For more information on Green Works natural cleaners, visit www.greenworkscleaners.com.

The Sierra Club

Founded in 1892 by John Muir, the Sierra Club is the oldest, largest and most influential grassroots environmental organization in the U.S. With more than 1.3 million members and supporters, the Sierra Club works to protect the health of our environment and preserve our remaining wild places through grassroots activism, public education, lobbying and litigation. For more information, visit www.sierraclub.org.

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, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 7,800 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries.

[1] Clorox Segmentation Study