NEWS RELEASE

Alert: Lottery Scam With Fraudulent Brita® Checks Targets Consumers

9/29/2008

OAKLAND, Calif., Sept. 29, 2008 – The Clorox Company (NYSE: CLX) today issued a warning about a lottery scam targeting consumers in Canada.

Victims of the scam report receiving a letter from the Canada Post Internal Affairs Department that claims to be conducting a consumer survey of Moneygram International consumer performance levels. The letter is accompanied by a fraudulent check in the name of Brita Canada Corporation. Victims are instructed to participate in the survey by cashing the check and sending a portion of it to a designated address, provided by Moneygram. Victims are advised that they can keep the balance as compensation for their participation.

Clorox has no connection to Canada Post, and is no way involved with any promotion resembling this scam. The company has notified the Ontario Provincial Police and the Royal Canadian Mounted Police in an effort to identify the perpetrators as quickly as possible. Clorox also has alerted the Council of Better Business Bureaus, as well as the Canadian Association of Retired Persons and other agencies.

Consumer Inquiries

Individuals who receive the fraudulent notice or have information about the scam should contact their local law-enforcement office. The Ontario Provincial Police may be reached at 1 888 310-1122. The Phonebusters Anti Fraud Call Center may be reached at 1 888 495-8501. Impacted consumers may also call Brita directly at 1 800 24-BRITA.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues

of $5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, 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 8,300 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. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than $73.4 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded $3.7 million in cash grants, and Clorox made product donations valued at $5.3 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

Media relations
Deb Witmer 510-271-3291
Kathryn Caulfield 510-271-7209