NEWS RELEASE

The Clorox Company Supports Sustainable Building Efforts of Greensburg, Kan.

9/18/2008

OAKLAND, Calif., (September 18, 2008) - The Clorox Company has pledged both financial support and product donations to help rebuild Greensburg, Kan. - destroyed in May 2007 by one of the worst tornadoes in U.S. history - as a sustainable community.

All Greensburg's city building projects will be built to LEED Platinum level standards, making it the first city in the United States to achieve this level of sustainable building.

Clorox is donating $500,000 toward the rebuilding of the city's K-12 school, along with products for the entire Greensburg community, including Brita® and Filter for GoodTM bottles to help reduce bottled water waste; Green Works® natural cleaning products; and Clorox® Regular-Bleach to help with disinfecting in school locker rooms, cafeterias and the gym.

Clorox is among six sponsors of "Greensburg," which is one of the first shows to air on Planet Green, Discovery Communications' brand new network for environmentally conscious viewers.

"Clorox is committed to its own journey of environmental sustainability and was inspired by Greenburg's plans to create a sustainable community," said Bill Morrissey, vice president of Environmental Sustainability, The Clorox Company. "We are privileged to be a part of the city's rebuilding efforts and hope our support can make a difference in the residents' everyday lives."

For years, Clorox has been a supporter of the American Red Cross, donating financial aid and products like Clorox Regular-Bleach for disaster relief efforts. Recently, Clorox sent more than 20,000 gallons of bleach to the Gulf Coast

to aid in clean up efforts for Hurricane Ike.

About "Greensburg"
Inspired by the desire of the townspeople to rebuild 'green,' Planet Green is chronicling the rebuilding of Greensburg into an environment-conscious town. The epic docu-series is a mixture of compelling human stories and amazing feats of green building and engineering that will give the people of Greensburg a new home and a new town built for the future.

The series, co-produced by Craig Piligian's production company, Pilgrim Films and Television, Inc, with Leonardo DiCaprio's Appian Way for Planet Green, premiered on Planet Green on June 15 at 9:00 PM ET/PT. It airs Sundays at 9 PM ET.

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 $73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded $4.2 million in cash grants, and Clorox made product donations valued at $10.2 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

CONTACT:
Vicki Friedman
The Clorox Company
(510) 208-4271
Vicki.friedman@clorox.com