



NEWS RELEASE

# Clorox Celebrates One Year Anniversary of Green Works™ Brand

1/12/2009

INNOVATION CONTINUES WITH  
GREEN WORKS™ NATURAL  
BIODEGRADABLE CLEANING WIPES  
2008 SALES GENERATE \$470,000  
CONTRIBUTION TO SIERRA CLUB

OAKLAND, Calif., (January 12, 2009) – Celebrating the one year anniversary of the Green Works™ brand launch, The Clorox Company today announced the introduction of Green Works™ Natural Biodegradable Cleaning Wipes, which joins the company's line of natural cleaning products introduced in early 2008. New Green Works™ Natural Biodegradable Cleaning Wipes, made from 100% cellulose fibers and derived from renewable farm grown trees, are biodegradable in typical compost conditions.

## Driving Growth in Natural Cleaning; Supporting the Environment

Since Clorox launched the Green Works™ brand, the natural cleaning category has grown more than 100 percent, delivering on the company's goal to make natural cleaning more accessible and affordable to everyday consumers - without compromising cleaning performance. Green Works™ is now the #1 natural cleaning brand in the U.S., with a 42 percent share of the market to date. In addition to making natural cleaning mainstream, the Green Works™ team set out to make an impact beyond cleaning and established a cause marketing relationship with Sierra Club. Based on Green Works™ 2008 product sales (April to December) a financial contribution of \$470,000 is being given to Sierra Club to support its conservation efforts.

"Sierra Club has joined us with the shared conviction that corporations and NGOs should work together to bring about real progress," said Don Knauss, chairman and CEO, The Clorox Company. "Sierra Club has been a supportive sounding board for a number of Clorox's initiatives, including recycling Brita filters and product ingredient disclosure. We hope our contribution to its environmental programs will enhance their good work on behalf of our communities."

"Part of our mission is to move industry to innovative solutions that bring green living to everyday life," said Sierra Club Executive Director Carl Pope. The Green Works™ brand makes affordable and effective natural cleaning products available to millions of Americans. We look forward to being a part of Clorox's ongoing journey toward becoming a more sustainable company that drives the green marketplace."

#### Green Works Innovation Continues

Green Works now has eight natural cleaners available for consumers to use throughout the home. The new Green Works™ Natural Biodegradable Cleaning Wipes are a quick and simple way to clean naturally with the cleaning power of Clorox. Green Works™ Natural Biodegradable Cleaning Wipes work on grease, grime, dirt, soils and messes, and are safe to use on multiple surfaces throughout the kitchen and bathroom including counters, appliances, stainless steel, sealed granite, chrome, cooktop hoods, sinks and toilets.

All Green Works™ natural cleaners are made using plant-based ingredients derived from coconuts, as well as essential oils. The products are formulated using biodegradable ingredients, are packaged in recyclable materials and not tested on animals. The Green Works™ line now includes the following natural cleaning products:

- Green Works™ Natural All-Purpose Cleaner
- Green Works™ Natural Glass Cleaner
- Green Works™ Natural Glass & Surface Cleaner
- Green Works™ Natural Toilet Bowl Cleaner
- Green Works™ Natural Dilutable Cleaner
- Green Works™ Natural Bathroom Cleaner
- Green Works™ Natural Dishwashing Liquid
- New Green Works™ Natural Biodegradable Cleaning Wipes

Green Works™ Natural Biodegradable Cleaning Wipes will be available everywhere Clorox products are sold in January 2009. The product is available in Original scent, and has suggested retail prices of \$3.39 (30-count canister) and \$5.99 (62-count canister).

For more information about Green Works™ Natural cleaners, visit [www.greenworkscleaners.com](http://www.greenworkscleaners.com). Reporters can access photos and additional information by visiting [www.greenworkspresskit.com](http://www.greenworkspresskit.com).

## 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 <http://www.thecloroxcompany.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 <http://www.sierraclub.org/>.

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