NEWS RELEASE

The Clorox Company Expands Communication of Product Ingredients

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NEW WEB SITE WILL MAKE INGREDIENT INFORMATION BROADLY AVAILABLE

OAKLAND, Calif., Jan. 12, 2009 – The Clorox Company (NYSE: CLX) today announced plans to expand communication of the ingredients in many of its products.

"More than ever, consumers want to know what's in the products they use in and around their homes," said Chairman and CEO Don Knauss. "We understand this and are committed to providing a transparent list of product ingredient information to help consumers make more informed choices."

Clorox's initiative to increase communication about product ingredients started with the Green Works™ line of natural cleaning products, which the company introduced a year ago. On Jan. 19, Clorox plans to provide additional ingredient information under a new section in the "Our Products" area of its corporate Web site at www.TheCloroxCompany.com. By the end of calendar year 2009, the company anticipates having ingredients posted on the site for all of its household and industrial cleaning, disinfecting and auto-care products that are sold in the U.S. and Canada.

The site will list in descending order ingredients that make up 1 percent or more of the contents of a product by weight. Clorox will disclose in alphabetical order ingredients that make up less than 1 percent of a product. Fragrances, dyes and preservatives will be listed as such.

A commitment to quality and safety

In addition to the company's focus on transparency in its product ingredients, Knauss emphasized that quality and safety are always top priorities for the company. Clorox's longstanding policy is to ensure that its products are safe when used as directed. The company's products meet or exceed applicable industry standards and laws governing product safety and the environment. Before Clorox brings any product to market, all ingredients are assessed for factors such as toxicity, sensitization and efficacy to ensure their safety.

"Our company's culture is based on deeply held values that guide us every day," Knauss said. "It starts with maintaining high standards in everything we do. We maintain a strong commitment to the integrity of our products, and our standards often demand more of us than what is legally required. This initiative is an example of that commitment."

Visit **www.TheCloroxCompany.com** for more information on the company's corporate social responsibility principles.

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**.

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