NEWS RELEASE

Fashionable and Functional: New Clorox® Disinfecting Wipes Come out of the Cabinet with Stylish, Easy-to-Use Packaging

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CLOROX LOOKS AHEAD TO NEW DESIGNS WITH A CALL FOR ENTRIES TO THE 'REDESIGN CLEAN' CONTEST

OAKLAND, Calif., Feb. 9, 2009 - With Clorox® Disinfecting Wipes new Décor canisters, the days of hiding cleaning products under the sink are over. The new line of wipes, just introduced by Clorox, comes in eight designs that combine form, fashion and function to put cleaning within reach.

"When we put the task to the design team, we started by asking why can't cleaning be easy - and easy on the eye?" said Lisa Partnoy, marketing manager, Clorox® Disinfecting Wipes. "The new Décor line reinvents disinfecting, enabling you to say goodbye to messes with style."

But the new wipes are more than just a pretty face. In addition to redesigning packaging - from the sleek shape and wider mouth of the canister to the graphic modern feel of the designs - the Clorox wipes team also created a new, effortless single sheet dispensing system that makes cleaning as simple as flip, pull and wipe, without sacrificing any of the disinfecting power of their namesake wipes.

Call it clean design and it makes sense now more than ever. "Adding a pop of color to a counter or desktop surface

can transform the look of a space," says Kelly Edwards, co-host of nationally televised home design programs. "Choosing household products that are stylish enough to display - like the new Clorox® Disinfecting Wipes Décor canisters - is an easy and inexpensive way to update a room."

Redesign It Clean

In celebration of the new line, Clorox is sponsoring the 'Redesign Clean' contest, where design enthusiasts can try their hand at inspiring a future round of canister designs. Now through March 15, 2009, consumers can submit their original canister design online at **www.redesignclean.com**.

"Here's a chance to redesign clean your way," said Clorox's Partnoy. "We want the entrants to have as much fun creating their own canister design as we did making disinfecting stylish with the new Décor packaging."

Design entries will be evaluated, by a panel of expert judges from the art and design industry and leading educational institutions, based on criteria including creativity and originality, suitability for on-shelf packaging and alignment with the 'Redesign Clean' theme.

The field will be narrowed to ten finalists, selected by the judging panel, and will be posted on **www.redesignclean.com**, where consumers cast the final vote to determine winners. Consumers who vote for their favorite designs from April 1-15, 2009, will be automatically entered in a drawing to win a $1,000 Macy's shopping spree.

One grand-prize winner and two runners-up will be selected based on voter favorites. Grand prize for the winning design includes: a trip to New York, an opportunity to shadow Macy's creative team and a $1,000 shopping spree at Macy's. The winning design may also inspire future canister designs. Two runners-up will receive an HP TouchSmart computer.

For more information on the contest, including rules and guidelines, visit **www.redesignclean.com**.

About Clorox Disinfecting Wipes Décor

The newly redesigned Clorox® Disinfecting Wipes have a suggested retail price of $5.49 for a single canister and $8.99 for a twin package of canisters and can be found anywhere cleaning products are sold.

About 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 $73.9 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**.

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