THE CLOROX COMPANY

NEWS RELEASE

Clorox Helps Flush Out the SF Toilet Torcher

3/23/2009

BAY AREA COMPANY OFFERS REWARD FOR TIPS LEADING TO OUTHOUSE ARSONIST ARREST

SAN FRANCISCO, Calif. (March 24, 2009) - San Francisco residents are restless and investigators are baffled. Since November 2008, nearly 30 portable toilets have been set ablaze throughout the city, leaving a charred trail of waste. With more than an estimated $50,000 in property damage and potential fire hazards, this is no bathroom joke.

Because the Oakland-based company is dedicated to clean toilets and community safety, Clorox Family of Toilet Products is initiating "Operation Flush the Outhouse Arsonist" in an effort to help bring the potty pyromaniac to justice.

To plunge into action, Clorox Family of Toilet Products has partnered with the Mayor's Office of Criminal Justice and the San Francisco S.A.F.E. (Safety Awareness for Everyone) network.

"SAFE is committed to educating the public on how to effectively observe and report suspicious activities to the police in San Francisco. We encourage residents and merchants to form Neighborhood Watch groups to communicate with each other and with the police," said Cindy Brandon Executive Director of SAFE (Safety Awareness for Everyone), a non-profit organization that provides crime prevention education and public safety services. "Clorox is taking important steps to let residents know that they can share information to help end this neighborhood issue."

Answer Your Bathroom Call of Duty

In a full page ad in the March 24 issue of The San Francisco Examiner, Clorox Family of Toilet Products is rallying local residents by offering a $5,000 reward and a year's supply of toilet products for anonymous tips leading to the arrest of the person/persons responsible for setting portable toilets on fire in San Francisco.

Residents with any information about the arsonist are encouraged to share tips online at the Facebook group 'FlushArsonsist' or by tweeting @FlushArsonist on Twitter. Tips are also being collected on the city's arson hotline at 415-575-4444.

"As the nation's leader in toilet cleaning and a local company, Clorox feels strongly that toilets and bathrooms should be cleaned, not destroyed...especially in our own backyard," said Dan Gagen, marketing manager for the Clorox Family of Toilets Products. "You could say that it's a crappy job, but somebody's got to do it"

Clorox Family of Toilet Products is also deploying a Potty Patrol on Tuesday, March 24 that will be stationed on the streets of San Francisco to distribute information about the effort and details on how residents can plunge into action. (See details below).

POTTY PATROL DETAILS (POSTPONED UNTIL FURTHER NOTICE)

WHO: The Clorox Family of Toilet Product's Potty Patrol

WHERE: On the corner of Sansome and Pacific (San Francisco, CA)

WHEN: 12:00 p.m. on Tuesday March 24, 2009 (POSTPONED UNTIL FURTHER NOTICE)

The Toilet Bowl of Rights

With a line-up of toilet cleaning products, Clorox strongly supports the rights of every toilet. The company holds these truths as self-evident that all toilets are created equal with certain inalienable rights:

- Right to be clean
- Right to be sanitary
- Right to smell fresh
- Right to not be set on fire

Contact

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