NEWS RELEASE

Clorox Sponsors American Red Cross "Do More Than Cross Your Fingers" Preparedness Campaign

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CONSUMERS ENCOURAGED TO PREPARE FOR EMERGENCIES

WASHINGTON, Monday, August 31, 2009-The American Red Cross is proud to announce that The Clorox Company has committed to sponsoring Do More Than Cross Your Fingers, a public awareness campaign encouraging and enabling personal preparedness in the event of an emergency.

Clorox's $500,000 sponsorship pledge includes both cash and marketing support that will expand the reach of the Red Cross preparedness message. A variety of consumer and media outreach efforts throughout the year will highlight the importance of being prepared, and offer easy steps every family can take.

"As a long-time partner of the American Red Cross, we're proud to support such an important campaign focused on family safety during emergencies," says Benno Dorer, Senior Vice President - General Manager, Cleaning Division at The Clorox Company. "Our goal is to help spread the word that a few simple steps in emergency planning can make a significant difference in protecting your family."

A recent Red Cross study shows that about half of all Americans have experienced an emergency situation. However, only about 12 percent are reasonably prepared to react to a disaster. Research also indicated less than half have taken the three key preparedness steps-get a kit, make a plan and be informed-as recommended by the Red Cross to help prepare for disasters.

The Do More Than Cross Your Fingers campaign urges individuals to take the additional but simple steps that can help make all the difference when the unexpected happens.

"This campaign is about providing Americans with an easy guide, information and tools on how to be better prepared. We are grateful that Clorox is supporting Do More Than Cross Your Fingers to help us inform and empower individuals to be ready for disasters of all types and sizes," says Michael J. Brown, Vice President of Corporate and Foundation Partnerships, American Red Cross. "

The campaign will also feature an interactive website (**RedCross.org/domore**) that allows visitors to share emergency kit personalization tips with others and creates customized lists of emergency kit items based on individual user needs.

"Clorox's longstanding support of the Red Cross humanitarian mission is greatly appreciated and their support with the Do More Than Cross Your Fingers campaign is vital in helping to get America better prepared." adds Brown.

For generations, Clorox has proudly supported the American Red Cross by encouraging people to prepare for emergencies and by helping with disaster response efforts. Clorox's unique portfolio of products, including disinfecting bleach, disinfecting wipes and trash bags, help the Red Cross serve families in need.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2009 revenues of $5.5 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 approximately 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 $77 million to nonprofit organizations, schools and colleges. In fiscal 2009 alone, the foundation awarded $3.6 million in cash grants, and Clorox made product donations valued at $7.8 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization - not a government agency - and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit

RedCross.org or join our blog at **http://blog.RedCross.org**.

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