NEWS RELEASE

Clorox Statement About Advertising on Political Talk Shows

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At The Clorox Company, we pride ourselves in being a responsible advertiser and have established long-standing and strict standards for the selection of television programming. Per our standards, we do not advertise in programs that display exploitive sex or violence; treat ethnic, religious or political groups in a disparaging manner; present facts inaccurately or distort them to blatantly partisan advantage; or treat individuals or groups in a demeaning manner.

Clorox holds true to our advertising standards and we hold true to our nation's heritage of free expression of political opinions. However, consistent with our standards, we do not want to be associated with inflammatory speech used by either liberal or conservative talk show hosts. After a comprehensive review of political talks shows across the spectrum, at this time we have made a decision not to advertise on them. Clorox has done very little advertising on political talk shows overall, and given the sometimes inflammatory nature of these shows, we feel our advertising investment is best directed elsewhere.

Today's television programming environment is extremely challenging for responsible advertisers. However, we will continue to exercise special care in all program and station selection. We do not want to support programming that is in conflict with our programming standards.