NEWS RELEASE

The Clorox Company Earns Fourth Consecutive 100 Percent Rating on Human Rights Campaign's Corporate Equality Index

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OAKLAND, Calif., September 15, 2009 - The Clorox Company (NYSE:CLX) today announced its fourth consecutive year of earning a top rating of 100 percent on the Human Rights Campaign's Corporate Equality Index. The index, which was published on Sept. 14, is a nationally recognized measure of gay, lesbian, bisexual and transgender (GLBT) equality in the workplace.

Commenting on this recognition, Clorox Chairman and CEO Don Knauss said, "At Clorox, we believe it doesn't matter if you're black or white, gay or straight, tall or short. What matters is the kind of human being you are - your character. Sexual orientation, gender identity, expression or characteristics are not differences that should matter except for the richness and diversity of thought and experience they bring to our company. If people are disenfranchised for these reasons - or any other - it limits the genius of an organization. That's why Clorox actively promotes an environment that celebrates diversity - that makes it comfortable and safe for each person to bring his or her whole self to work every day. We're pleased our rating on the Corporate Equality Index reflects this commitment."

Clorox's 100 percent rating is a result of its policies supporting GLBT equality, such as a nondiscrimination policy that includes sexual orientation, gender identity or expression; benefits to employees with same-sex partners; and an employer-supported GLBT employee resource group. The company also supports key GLBT organizations such as Out & Equal Workplace Advocates.

"The Corporate Equality Index 2010 shows that, even in the most challenging economy, leading employers are

forging ahead of federal and state law to recruit and retain a diverse workforce - regardless of employees' sexual orientation and gender identity or expression," said Human Rights Campaign Foundation President Joe Solmonese. "While Congress considers a federal law that prohibits workplace discrimination based on sexual orientation and gender identity or expression, businesses can take immediate steps to ensure all employees in their workforce are treated fairly today. These 305 businesses, and all employers actively working to improve their rating, set an example for all U.S. employers, including the federal government."

A key part of Clorox's diversity and inclusion strategy is the company's five employee resource groups (ERGs), including GLBT. These groups enable people to connect with one another and collectively with Clorox. Other groups are African-American, Asian/Pacific, Hispanic and women. ERGs not only help build professional relationships, but also promote and retain exceptional employees, provide insights on multicultural marketing and supplier diversity initiatives, and support Clorox's diversity-related community outreach programs. Open to all employees, each ERG ensures every employee has access to support, inspiration, and personal and professional development.

The 2010 Corporate Equality Index

The 2010 Corporate Equality Index rated companies on a scale of 0 percent to 100 percent on several factors, including whether they have a written nondiscrimination policy covering sexual orientation; support transgender employees with written nondiscrimination policies and benefits; offer inclusive health insurance, bereavement and family leave policies to employees with same-sex partners; offer diversity training; have GLBT employee groups; engage in appropriate and respectful advertising to the GLBT community; contribute to GLBT community organizations; and decline to engage in any activities that would undermine the goal of equal rights for lesbian, gay, bisexual and transgender people. A copy of the report and all ratings can be found at **www.hrc.org/cei**.

The Human Rights Campaign Foundation

The Human Rights Campaign Foundation is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. By inspiring and engaging all Americans, HRC strives to end discrimination against LGBT citizens and realize a nation that achieves fundamental fairness and equality for all.

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**.

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