NEWS RELEASE

Clorox Announces Plans to Begin Transitioning U.S. Operations to High-Strength Bleach

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OAKLAND, Calif., Nov. 2, 2009 - The Clorox Company (NYSE: CLX) today announced that it plans to begin modifying manufacturing processes in its U.S. bleach operations. The initiative calls for Clorox to begin transitioning from chlorine to high-strength bleach as a raw material for making its namesake bleach.

"This decision was driven by our commitment to strengthen our operations and add another layer of security," said Chairman and CEO Don Knauss.

Clorox will start with its Fairfield, Calif., plant. The company expects to complete the transition there within six months, followed by a phased, multiyear transition for six additional plants.

"This process requires significant expertise, training, and changes in infrastructure and equipment," Knauss said. "Our plant-by-plant approach will also enable us to apply what we learn along the way, ensure supply availability, minimize business disruptions and help make sure the transition is undertaken in the most effective manner possible."

"Clorox leads our industry in safety and security," Knauss said. "Our bleach plant employees are experts at handling chlorine, and we're proud of the fact that we've used it responsibly for our entire 96-year history. Even so, we're pleased to begin implementing this process change to make our products using high-strength bleach."

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**.

Forward-looking statements

This press release contains forward-looking statements, including statements relating to completion and effectiveness of modifying bleach manufacturing processes in U.S. Bleach operations, ensuring supply availability, minimizing business disruption, strengthening operations, reducing potential supply chain constraints, complexity and risks, increasing security, the company's costs, including volatility and increases in raw materials costs such as high-strength bleach, the financial condition of our suppliers; risks related to the handling and/or transportation of hazardous substances, including but not limited to chlorine; and the ability of the company to successfully manage legal and regulatory matters. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those set forth herein, including the risks and uncertainties discussed under the caption "Risk Factors" and elsewhere in Clorox's Form 10-K or Form 10-Q most recently filed with the Securities and Exchange Commission. These forward-looking statements speak only as of the date hereof and investors are cautioned not to place undue reliance on any such statements. Clorox disclaims any intent or obligation to update these forward-looking statements.

Media relations

Dan Staublin 510-271-1622, **dan.staublin@clorox.com**
Kathryn Caulfield 510-271-7209, **kathryn.caulfield@clorox.com**

Investor relations

Li-Mei Johnson 510-271-3396, **li-mei.johnson@clorox.com**
Steve Austenfeld 510-271-2270, **steve.austenfeld@clorox.com**