NEWS RELEASE

Clorox Declares Regular Quarterly Dividend

11/17/2009

OAKLAND, Calif., Nov. 17, 2009 - The Clorox Company (NYSE: CLX) today announced that its board of directors has declared a regular quarterly dividend of 50 cents per share on the company's common stock, payable Feb. 12, 2010, to stockholders of record on Jan. 28, 2010.

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**.

Media Relations

Dan Staublin (510) 271-1622

Investor Relations

Li-Mei Johnson (510) 271-3396

Steve Austenfeld (510) 271-2270