



NEWS RELEASE

Flu Activity Typically Peaks in January or Later; Organizations and Mass Transit Systems Should Prepare

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CLOROX OFFERING FREE FLU VIRUS
PREVENTION INFORMATION TO
ASSIST PUBLIC PLACES WITH THEIR
EFFORTS

OAKLAND, Calif., Jan. 21, 2010 - Seasonal flu activity typically peaks in January or later, according to the Centers for Disease Control and Prevention (CDC), and the flu virus can spread as late as May. On top of the rising seasonal flu activity, this season the 2009 H1N1 virus is also circulating. Organizations - and particularly mass transportation systems where many people pass through daily - need to be ready to combat and help prevent the further spread of both flu viruses this winter and spring.

With both the seasonal flu and the H1N1 virus spreading this season, it seems that more people are cognizant of flu prevention steps. However, as people return from holiday travels, they may be spreading germs to many surfaces outside of their homes, like those on the metro or in the office.

"Clorox wants organizations to be equipped with the proper flu prevention educational tools to help prevent the spread of viruses in their facilities," said Craig Stevenson, vice president and general manager, Clorox Away From Home Division. "Large transportation systems - such as airports, metros, trains and buses - especially should be prepared since many people travel through their systems daily and share surfaces."

That is why Clorox is offering professionals a free **Flu Preparedness & Prevention Educational Kit** this flu season, which contains informational posters, brochures and checklists that teach important prevention protocols. The kits are available in the following categories:

- Mass Transit, Airports & Public Places
- Office & Workplace
- Health Clubs
- K-12 Schools
- Colleges & Universities
- General Use

Professionals can download or request a free kit from www.CloroxProfessional.com/H1N1.

Flu Virus Prevention in Public Places

Thousands of Americans share surfaces every day, traveling by mass transit systems - such as airports, metros and buses - providing the ideal environment for germs to spread. That is why transportation systems should practice necessary flu virus prevention steps this season to help reduce the spread of viruses.

Since flu prevention is top-of-mind for many travelers this year, many public places nationwide - from international airports to retail chains to hotels and restaurants - are putting flu prevention programs in place. For some groups, this includes offering flu vaccinations and utilizing germ-killing products such as Clorox® disinfecting wipes and Clorox® hand sanitizer in their facilities to help provide a healthier environment for their staff and customers.

Clorox® disinfecting wipes should be used often on frequently-touched and shared hard surfaces, including handrails, tabletops, door handles and airplane tray tables. Clorox® hand sanitizer is unique because it is a light, odorless spray that dries quickly, providing a fast, non-messy solution for people who are traveling or on-the-go.

Key Prevention Steps

This winter and spring, organizations and mass transit systems should encourage their employees and patrons to practice the following prevention steps to help reduce the spread of flu viruses:

Get both flu vaccinations; it is not too late. Visit www.CDC.gov/H1N1flu for more information about the 2009 H1N1 vaccine and its availability.

Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it. If you don't have a tissue, cough into your elbow.

Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hand sanitizers are also effective.

Avoid touching your eyes, nose or mouth. Germs can spread that way.

Stay home if you get sick. The CDC recommends that you stay home from work, and limit contact with others to keep from infecting them.

Use disinfectants effective against the influenza A virus on hard surfaces, as directed.

- The U.S. Environmental Protection Agency believes that, based on available scientific information, currently registered influenza A virus products - such as Clorox® disinfecting wipes and Clorox® regular-bleach - will be effective against the 2009 H1N1 virus and other influenza A virus strains on hard, non-porous surfaces.

Visit www.CloroxProfessional.com/H1N1 to find products that kill 99.9 percent of germs on hands and surfaces, including Clorox® disinfecting wipes and Clorox® hand sanitizer. Making such products readily-available around your facility can help reduce the spread of germs.

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' and professionals' most trusted and recognized brand names, including its namesake bleach and cleaning products; Clorox Commercial Solutions® professional 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. For more information about Clorox Commercial Solutions® professional products, visit www.CloroxProfessional.com.

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