



NEWS RELEASE

The Makers of Pine-Sol® Launch the Make a Powerful Difference Contest

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TELL US HOW YOU'RE MAKING A
DIFFERENCE FOR A CHANCE TO
WIN \$10,000 IN GRANTS

OAKLAND, Calif., Tuesday, Jan. 12, 2010 - The makers of **Pine-Sol®** cleaners today launched the **Make a Powerful Difference Contest**, which will award grants online to women who are helping improve their communities and are making extraordinary change. One grand prize winner will receive \$10,000 to make a powerful difference for their community or cause and an additional nine finalists will receive \$1,000 to help support their initiatives.

Since 2007, when the Pine-Sol® Powerful Difference program first started, the company has awarded dozens of grants to over 80 difference makers.

To enter this year's contest, submissions can be made online at www.PowerfulDifference.com until March 22. All entries must include an essay of 200 words or less on how you are making a powerful difference in your community. A panel of judges will then select the 10 Powerful Difference Maker finalists based on originality, creativity and relevance to theme, but ultimately it will be up to the general public to help vote for the lucky grand prize winner. People can vote daily for their favorite essay from April 7-21, 2010. The grand prize winner will be announced by May 5, 2010. Visit PowerfulDifference.com for official contest rules on how to enter for the \$10,000 prize.

PowerfulDifference.com provides the latest tools and resources to everyday women to help them make a

difference in and for their communities. The site also honors women from across the country and shares their inspiring stories. Among the site's content is a downloadable **Make a Powerful Difference Action Kit** that takes visitors through an easy process of identifying their passion and taking steps to put that passion into action to affect change. Visitors can follow the Powerful Difference campaign on Twitter via **@PowerfulDiff** for the latest tips, content and resources to make a powerful difference this year.

About Original Pine-Sol® Brand Cleaner

Original Pine-Sol® Brand Cleaner is a product of The Clorox Company, headquartered in Oakland, Calif., a leading manufacturer and marketer of consumer products with fiscal year 2009 revenues of \$4.6 billion. With 7,600 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries. For more information on Original Pine-Sol® Brand Cleaner, visit www.PineSol.com. For more information about Clorox, visit www.TheCloroxCompany.com.