NEWS RELEASE

Clorox 2® Stain Fighter & Color Booster Named Official Stain Remover of US Youth Soccer

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FRISCO, Texas (February 22, 2010) - United States Youth Soccer Association (US Youth Soccer), the nation's largest youth sports organization, announces its partnership with Take our your soccer stains with US Youth Soccer's newest partner Clorox 2® Stain Fighter & Color Booster. Clorox 2® Stain Fighter & Color Booster works with your favorite detergent to fight soccer stains like grass and dirt, and brighten your uniform colors. Clorox 2® Stain Fighter & Color Booster is the official stain remover of US Youth Soccer.

"We are happy to have Clorox join our team," said Larry Monaco, president of US Youth Soccer. "Busy soccer families can benefit from Clorox 2® products and we look forward to a great relationship."

Clorox will also be able to utilize US Youth Soccer's marks for retail events and promotions. US Youth Soccer members will be able to sample products at upcoming Kohl's US Youth Soccer American Cup tournaments.

"We are excited to partner with US Youth Soccer, an organization that has helped bring soccer to kids of all ages and skill levels," said Chris Hyder, director of marketing for Clorox Laundry Products. "As the Official Stain Remover of US Youth Soccer, Clorox 2® Stain Fighter & Color Booster is committed to help keep soccer clothes looking fresh all season long."

This is the first time US Youth Soccer and Clorox have partnered.

The Kohl's US Youth Soccer American Cup is the nation's largest traveling recreational soccer tournament and recently announced the 2010 event schedule. Learn more at **http://www.usyouthsoccer.org/american_cup/americancuphome.asp**.

United States Youth Soccer Association (US Youth Soccer)

US Youth Soccer - "The Game for ALL Kids!®" is the largest youth sports organization in the country and largest member of the United States Soccer Federation, the governing body of soccer in the United States. US Youth Soccer registers more than 3 million players annually, ages 5 to 19, and over 900,000 administrators, coaches and volunteers in 55 member State Associations. US Youth Soccer programs provide a fun, safe and healthy environment for players at every level of the game. For more information, visit **www.USYouthSoccer.org**.

Media Request

When referring to the United States Youth Soccer Association, the largest youth sports organization in the United States, please refer to the association only as US Youth Soccer, and never as USYS or USYSA. We appreciate your cooperation.

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' 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**.