NEWS RELEASE

Clorox's New CSR Web Site Features Upgraded "Ingredients Inside" Product Information

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OAKLAND, Calif., Feb. 1, 2010 - As part of its commitment to increase communications on its corporate social responsibility (CSR) initiatives, The Clorox Company today announced the launch of its new CSR Web site, **www.cloroxcsr.com**. The Web site includes an upgraded product ingredient listing that features more than 230 household and commercial cleaning, disinfecting and auto care products in the U.S. and Canada, as well as a comprehensive glossary of terms for each ingredient.

Ingredients Inside: Continuing Product Ingredient Communication Leadership

In 2009, Clorox was the first major consumer packaged goods company to launch a product ingredient communication program in North America. Today, Clorox continues its industry leadership by providing consumers with more robust information on product stewardship, including safety processes and guidelines on how the company screens ingredients, including fragrance components for new products. For example, Clorox requests all of its fragrance suppliers to follow a series of strict guidelines for ingredients used in any new fragrance the company purchases. In addition to complying with stringent fragrance industry standards by the International Fragrance Association (IFRA) and Research Institute for Fragrance Materials (RIFM), fragrances must not contain Alkylphenol (APs) or Alkylphenol Ethoxylates (APEs), including, but not limited to, Octylphenol Ethoxylates and Nonylphenol Ethoxylates; Musk Ambrette; Musk Xylol; Polycyclic Musks; Diacetyl and Phthalates (such as DEP, BBP, DBP, DiBP, DPP, or DEHP).

Clorox's new CSR Web site also offers more user-friendly navigation, access to a complete listing of ingredients and a comprehensive glossary of terms to help consumers understand the function of each product ingredient. Plans

also are under way for French and Spanish versions of the product ingredient communication section of the Web site.

"Clorox is continuing to demonstrate the kind of progress we need companies to make," said Sierra Club Chairman Carl Pope. "Since we began working with them on the Green Works® brand, we've seen their commitment to important areas such as product innovation, ingredient communication, environmental stewardship and the transition to eliminate chlorine transportation from their U.S. supply chain. We applaud their approach to becoming even more open in communicating about their business practices and CSR commitments."

Showcasing Our Commitment to CSR

Clorox's new CSR Web site showcases the company's commitment to CSR through five pillars: People: treating employees and partners with dignity and respect; Products: delivering safe, high-quality products that meet consumer needs; Performance: running our business responsibly and ethically while targeting strong financial results; Planet: decreasing the company's environmental impact; and Purpose: supporting the communities where Clorox does business.

Since Clorox opened its doors in 1913, doing the right thing has been a core value that has continued to guide the company's business decisions. Today, Clorox also is committed to communicating more frequently about its CSR initiatives.

"Doing the right thing for our people and our communities has always been part of our DNA," said Clorox Chairman and CEO Don Knauss. "In this age of transparency, we recognize how important it is for us to tell our story. We also want to be more responsive in addressing immediate consumer needs, which is why we upgraded our Ingredients Inside program. This is just one example of how Clorox is committed to earning people's trust every day."

Clorox's recent CSR accomplishments

People

- Exceeding the U.S. census in all diversity categories, including a work force made of up 52 percent women and ranking 14th among the top 25 companies in California1 with women in director and executive positions

- Attaining a 100 percent rating for four consecutive years in the Human Rights Corporate Equality Index, a nationally recognized measure of gay, lesbian, bisexual and transgender (GLBT) equality in the workplace

- Establishing employee resource groups to promote diversity, including African-American; Asian; GLBT; Latino and Women

Product

- Offering consumers alternatives to traditional products with Green Works® natural cleaners and Burt's Bees® natural personal care products, and a more eco-friendly alternative to bottled water with Brita® filters

- Developing a product ingredient communication program, publicly listing ingredients of all cleaning, disinfecting and auto care products in the U.S. and Canada

- Establishing a goal to make sustainability improvements to 25 percent of its products around the world by 2013 (versus 2009 base year)

Planet

- Establishing an Eco Office dedicated to driving environmental sustainability throughout its operations and product portfolio

- Announcing Clorox's commitment to reduce its global water use, energy use and Green House Gas emissions by 10 percent and its solid waste by 20 percent by 2013 (versus 2007 base year)

Performance

- Achieving a corporate governance rating stronger than 94.3 percent among S&P 500 companies and 98.5 percent among household and personal products companies2

Purpose

- Awarding $3.6 million in cash grants to K-12 education, and making product donations to charities, non-

profits and disaster relief efforts valued at $7.8 million in fiscal year 2009, in addition to recent product and cash support for relief efforts in Haiti

Visit **www.cloroxcsr.com** for more information on the company's CSR programs.

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**.

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