THE CLOROX COMPANY

NEWS RELEASE

New Armor All® Product Gives Dirt And Brake Dust The Slip

3/1/2010

WHEEL PROTECTANT PROVIDES NONSTICK COATING, SO WHEELS STAY CLEANER, LONGER

OAKLAND, Calif. (March 1, 2010) - When the scientists at Armor All set out to create a better solution for the wheels, the hardest part of the car to keep clean, they kept one fact in mind: the easiest things to clean are ones that never get dirty.

Enter Armor All® wheel protectant.

Armor All is introducing Armor All® wheel protectant, the first Armor All® product specifically designed to protect the wheels. Armor All® wheel protectant uses a silica-based formula to, in effect, create an invisible shield on the wheels that helps prevent dirt, brake dust and grime from finding a home. When applied to clean, dry wheels, Armor All® wheel protectant will keep wheels clean for up to one month.

"Since the advent of disc brakes and the brake dust they generate, keeping car wheels clean has been an exercise in futility," said Jon Paluga, marketing director for the Armor All/STP Products Company. "You can polish them to a shine, but as soon as you drive the car, they get dirty again. With Armor All wheel protectant, we've broken that cycle. The protective coating keeps wheels clean of dust, dirt and most other things that the road throws at you, so your wheels look clean, longer."

Armor All® wheel protectant is just one of a whole family of products from Armor All that help people preserve and protect the value and appearance of their automobiles. From interior products like Armor All® protectant wipes to exterior items like Armor All® wash & wax, Armor All® products go beyond simply washing to help maintain the appearance of a car for the long term.

Easy To Apply; Easier To Clean

In addition to keeping wheels clean, Armor All® wheel protectant makes cleaning wheels easier by preventing grime from sticking on the wheels. So the scrubbing of brake dust and road grime that is part and parcel of cleaning car wheels is no longer necessary. And Armor All® wheel protectant is easy to apply. Simply spray it on a clean, dry wheel and walk away.

Armor All® wheel protectant will be available at select retail outlets throughout the country, starting in March 2010. Each 7-ounce bottle is expected to retail for approximately $8.49.

About Armor All

The Armor All/STP Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of $4.8 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 about Clorox, visit **www.TheCloroxCompany.com**. For more information on Armor All, go to **www.armorall.com** or **aa-ownercenter.com**.

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 Contacts

Lisa Boggs
MATTER

(312) 233-1209
Lisa.Boggs@matter-edelman.com

David Kargas
The Armor All/STP Products Company
(510) 271-7492
David.Kargas@clorox.com