NEWS RELEASE

Clorox's New Green Works® Concentrates Help Hotels Satisfy Guests Through Environmental Responsibility

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OAKLAND, Calif. (April 20, 2010) - The Clorox Company has leveraged its world-class expertise in household cleaning to develop four new natural cleaning products for hotels called Green Works® Concentrates. The new line of cleaning products is designed to meet the unique challenges of commercial cleaning, yet is 99 percent natural, giving hotels an advantage in attracting and keeping a growing number of eco-savvy guests.

Being eco-savvy is no longer a trend. It has become a lifestyle, dictating consumer attitudes and spending habits, even when it comes to traveling. According to recent surveys, satisfaction is more than 160 points higher among guests who report being aware of their hotel's green programs1 and 7 out of 10 consumers prefer to patronize a business that demonstrates a commitment to the environment.2

While many hotel environmental conservation efforts take time and money, small and easy eco-friendly measures are having just as much of an impact on satisfying and retaining guests, like green cleaning or using cleaning products and methods that keep our environment healthy. In fact, the survey3 revealed consumer preference for green cleaning, reporting that 84 percent of travelers agree it would be better if hotels used green cleaners instead of harsh chemicals and 57 percent said they prefer to stay in a hotel that uses green cleaners over one that doesn't.

"By using green cleaners, hotel management teams can make a statement that they care first and foremost about their guests and staff, and that they care about being a good steward of the planet's resources," said Beata Grabowski, director of marketing for Green Works® Concentrates. "By eliminating toxic chemicals from their cleaning routine, hotels can keep their guests and staff happy and safe - key contributors to a healthy bottom line."

Made with plant and mineral-based biodegradable ingredients, the natural Green Works® Concentrates line includes General Purpose Cleaner, Bathroom Cleaner, Neutral Floor Cleaner and Glass Cleaner, and was developed to meet all of a hotel's cleaning needs. The products are designed to be wall-mounted in a cleaning supply closet and simply hooked up to a water source.

Green Works® products are recognized and certified by leading environmental organizations, including Green Seal™ and Design for the Environment (an Environmental protection Agency partner). The cleaners also feature the Sierra Club logo, marking the brand's commitment to supporting the organization's ongoing environmental and sustainability efforts.

These products meet regulatory certification requirements and can gain hotels points toward Leadership in Energy and Environmental Design (LEED) certification. In addition, hotel guests recognize Green Works® products as the No. 1 brand of natural cleaners and prefer to frequent hotels that use the brands they trust.

"Today's hotel guests want to see a brand they trust. And when it comes to powerful clean, that brand is 'Clorox,'" added Grabowski.

According to the survey4, 71 percent of hotel guests would prefer to stay in a hotel cleaned with Clorox's Green Works® natural products versus conventional cleaners, and 58 percent of cleaning professionals prefer to clean with Clorox's Green Works® products over conventional cleaners.

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**.

1J.D. Power and Associates, 2009.

2Vatoca Partners Survey, Feb. 2009.

3Vatoca Partners Survey, Feb. 2009.

4Vatoca Partners survey, Feb. 2009.

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