NEWS RELEASE

Community Service is a Family's Most Treasured Family Recipe

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THE GLAD® 'RECIPE FOR GIVING' CONTEST ENCOURAGES FAMILIES TO SHARE THEIR PASSION FOR GIVING AND SHARING FOOD TO HELP THE COMMUNITY

OAKLAND, Calif. (April 20, 2010) - Participating in charitable service and volunteering locally not only can benefit and strengthen your community, it can also strengthen your family ties. The Glad Products Company wants to celebrate and reward families who build bonds by building their communities with its "Recipe for Giving" Contest.

Now through June 30, Glad invites families to submit their own "Recipe for Giving"- or a story, idea and example of how their family gives back with food - whether it's delivering a homemade pumpkin pie to the local fire station every Thanksgiving or hosting an annual charitable bake sale. Entries must be 100 words or less and submitted via the Glad to GiveTM page on Facebook® or **www.gladtogive.com**. Each of the four finalists receives $1,000 and will go on to compete in a Cookies for Kids' CancerTM fundraising event for a grand prize voluntourism trip for four to the island of St. Lucia.

Since 2009, the makers of Glad® products have encouraged people to give back through its partnership with Cookies for Kids' CancerTM, a non-profit organization committed to raising funds for pediatric cancer research through local bake sales. Pediatric cancer is the leading cause of death by disease for children under the age of 18 in the U.S., yet approximately half of the drugs used to treat children with cancer are at least 20 years old1. In 2009,

Glad® and Cookies for Kids' Cancer™ inspired families to host more than 600 bake sales that helped raise more than $340,000 for pediatric cancer research.

"Glad's partnership with Cookies for Kids' Cancer started as a simple idea - people use Glad products to organize and store their bake sale treats - but it has transformed into something bigger, helping inspire people to do what they love by making and sharing food to help fight pediatric cancer," said Vicki Haber, PR Manager for Glad®. "We've heard from many of the people who have been getting involved that the time spent together as a family prepping and hosting a bake sale can be a great way to teach their children about the wonders and joy of giving back. We want to help spread this idea of family service, and hear the other ways families are getting involved together."

While Glad® products have always played an important role at any bake sale, now Glad is making them even sweeter. Starting this May, every time a consumer purchases specially marked Glad® products and enters a code online, The Glad Products Company will make a $1 donation to Cookies for Kids' CancerTM, up to $200,000.

Learn more about the contest, product match and Cookies for Kids' Cancer at **www.GladtoGive.com** or on the Glad to GiveTM page on Facebook®. Register your bake sale, buy cookies and learn more about Cookies for Kids' CancerTM at **www.cookiesforkidscancer.org**.

The Glad Products Company

The Glad Products Company is wholly owned subsidiary of The Clorox Company. The Clorox Company is a leading manufacturer and marketer of consumer products with 8,300 employees and 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 cleaning and laundry products; 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. The company's products are manufactured in more than two dozen countries and sold 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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1"Making Better Drugs for Children with Cancer" Institute of Medicine, **http://www.iom.edu/CMS/28312/4935/26453.aspx**, 18 Apr. 2005.