NEWS RELEASE

Clorox Increases Quarterly Dividend 10 Percent

5/19/2010

OAKLAND, Calif., May 19, 2010 - The Clorox Company (NYSE: CLX) today announced that its board of directors declared a quarterly dividend of 55 cents per share on the company's common stock, payable Aug. 13, 2010, to stockholders of record on July 28, 2010. The amount represents an increase of 5 cents per share, or 10 percent, in the company's quarterly dividend.

Total annual dividends paid to Clorox shareholders have increased each year since 1977.

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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