



NEWS RELEASE

Reign of Stains on the Wane With New Clorox® My Stain™ Mobile App

5/19/2010

NEW STAIN REMOVAL APP
AVAILABLE FOR IPHONE AND IPOD
TOUCH: VERSION FOR ANDROID
PHONES COMING MID-JUNE

OAKLAND, Calif., (May 19, 2010) - Whether it's a sporadic spill or a frequent fumble, Clorox understands the embarrassment that comes with life's little, or bottle-sized, mishaps. Now, an at-the-ready solution is available that provide peoples with stain removal tips in real time, as stains happen. Clorox today introduces myStain™, a free downloadable stain-removal app and game available for the iPhone and iPod Touch. In mid-June, Clorox will be introducing an app for the Android (or Droid) smart phones.

From burger drips to dirt disasters and all the stains in between, myStain offers both on the go and at home advice to keep you spotless. The myStain app allows consumers to search for quick, step-by-step cleaning instructions from Dr. Laundry. For example, if your day begins with wearing your first cup of coffee instead of sipping it, myStain can turn your morning misfortune into a minor inconvenience with these simple instructions:

- On the Go: First, rinse the stain from the inside of the item with cold water. This prevents the stain from sinking deeper into the fabric. Do not use bar soap, which may cause the stain to set.
- At Home: Once you get home, pretreat with Clorox® Bleach Pen® Gel for whites or Clorox 2® Stain Fighter & Color Booster for colors. Then soak in cool water for a few minutes. Launder as usual with your favorite detergent on the hottest recommended water setting. Carefully inspect before machine drying.

"myStain makes it easy for people to act fast before the stain has time to set," says Dr. Laundry. "By making stain-

removal tips available on your mobile device you're more likely to act quickly, giving you a better chance at removing the stain and maintaining a clean and longer lasting wardrobe."

The myStain app also includes an interactive game in which people can spin a wheel of stains and life situations to get funny stain removal tips for all occasions. Attacked by a runaway meatball at lunch that lands squarely on your dress shirt? Next time, order the quiche. Or find out how to remove spaghetti stains.

Clorox's myStain mobile app is available for the iPhone and iPod Touch from the iTunes store. There is also a version available on the Clorox2 website - www.clorox2.com/mystain.

About 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; 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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