NEWS RELEASE

School Grant Program from Clorox Helps Create Bright Futures for Kids

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POWER A BRIGHT FUTURE GRANT PROGRAM TO AWARD MORE THAN $100K TO SCHOOL PROGRAMS IN NEED

OAKLAND, Calif., August 17, 2010 - For many schools around the country, back-to-school this year is a lesson in economics they'd rather not have. Education budgets have been cut nationwide and valuable school programs such as sports, music and art are being hit hard. These programs are critical to a child's development, and provide a well-rounded experience. Pitching in to help is the idea powering the 2010 Power A Bright Future grant contest, a school grant program the Clorox Company is launching to help fund these vital school programs.

Today, parents and teachers across the country can nominate school programs for a chance to receive a $50,000 grand-prize grant or one of three $20,000 grants from the Clorox Company to help provide critically needed resources to diminishing school programs.

"This is a chance for us to help," said Jon Balousek, vice president, Clorox Cleaning Division. "Power A Bright Future provides a huge opportunity for Clorox to continue its commitment to America's schools, and make a positive difference in the lives of children."

Last year, the program received more than 4,000 entries and focused on helping organizations fund initiatives promoting the betterment of kids across the country. This year, the program was created to help schools continue

to provide opportunities for students to learn, play and create.

"Throughout my teaching career I've seen local school programs inspire my students." said Michael Geisen, 2008 National Teacher of the Year. "These activities have the power to bring about positive change to kids everywhere. Unfortunately, current budget cuts mean they are losing momentum and getting cut altogether."

How to Help Power Brighter Futures

It's easy to nominate a school program for this year's Power A Bright Future grant. Just visit www.Clorox.com to submit a photo and tell us about the program. Nominations will be accepted between August 12 and September 27, 2010 in the following categories:

- Learn: Education-focused programs (e.g. establishing a school recycling program)
- Play: Sports and exercise-focused programs (e.g. building a playground)
- Create: Arts-focused programs (e.g. funding an after-school music program)

Each nomination should demonstrate how the program will truly make a difference to children in their respective communities.

Following the online nomination period, the final decision is up to America. From October 5 through November 1, 2010, the public will have the opportunity to vote online (**www.clorox.com**) for the program they believe will make the biggest difference at a school. The program that receives the highest number of votes will be awarded the $50,000 grand-prize grant, and the next top vote-getter in each category (Learn, Play and Create) will each be awarded a $20,000 grant. The final Power A Bright Future grant winners will be announced on or around December 8, 2010.

Win Daily Prizes!

In addition to nominating their school and voting, people across the country have the chance to win supplies and coupons for Clorox® Disinfecting Wipes, Clorox® Regular-Bleach and Clorox2® Stain Fighter & Color Booster. Simply visit the Power A Bright Future website and participate in program-inspired games and quizzes for a chance to win instantly. Winners can also donate their prize to the school of their choice.

For more information about the instant win games and Power A Bright Future grant program, including official contest rules and entry guidelines, log on to **www.clorox.com**.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,300 employees and fiscal year 2010 revenues of $5.53 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works ® natural home care products, Pine-Sol ® cleaners, Poett ® home care products, Fresh Step ® cat litter, Kingsford ® charcoal, Hidden Valley ® and K C Masterpiece ® dressings and sauces, Brita ® water-filtration products, Glad ® bags and 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 $80 million to nonprofit organizations, schools and colleges. In fiscal 2010 alone, the foundation awarded $3.5 million in cash grants, and Clorox made product donations valued at $8.8 million. For more information about Clorox, visit **http://www.thecloroxcompany.com**.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER WHO DID NOT PURCHASE ANY EQUIPMENT FOR PURPOSES OF ENTERING THE PROMOTION. VOID WHERE PROHIBITED. Enter Contest by 9/27/10 at 11:59 p.m. ET. Instant Win Game ends 11/1/10. For Official Rules, Instant Win Game odds disclosures, and prize descriptions, visit **www.powerabrightfuture.com**. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

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