NEWS RELEASE

Clorox Moves up in Newsweek's 2010 Green Rankings

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Clorox ranked 50 out of 500 publicly held companies in Newsweek's 2010 Green Rankings, the second annual rating of the largest companies in the U.S. and the world. Advancing from its No. 77 ranking in last year's report, Clorox is now among the top 10 percent of companies recognized for their focus on environmental sustainability

"Our improved standing is a reflection of the company's commitment to making eco core to how we do business," said Bill Morrissey, vice president - Eco Office. "It's gratifying that all the great work our people throughout the company are doing to make Clorox more sustainable is being recognized."

Newsweek's rankings assessed the 500 largest publicly-held companies, determined by a combination of market cap, revenue and number of employees. Each company received a "green score" based on three metrics:

Environmental impact: including greenhouse-gas emissions, water use, and solid-waste disposal
Green policies and practices: reflecting an analytical assessment of a company's environmental policies and initiatives
Reputation: resulting from a survey of CEOs, corporate environmental officers and academics
Clorox's position placed it among the highest rated companies in our industry.