



NEWS RELEASE

The Clorox Company Issues First Corporate Responsibility Report

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OAKLAND, Calif., October 11, 2010 - The Clorox Company (CLX) has released its first corporate responsibility (CR) report, which shares the company's formal CR strategy and commitments across five pillars: Performance, Products, People, Planet and Purpose.

"Through our first report, we're sharing how corporate responsibility is not only steeped in our culture but integrated into our business," said Clorox Chairman and CEO Don Knauss. "We believe our corporate responsibility strategy and commitments will guide our company toward long-term, sustainable growth, while serving a real societal need."

Safeguarding Family Well-being Through Infection Prevention

Clorox's CR report features the cornerstone of the company's CR strategy - its Purpose pillar - which centers on a global strategic cause platform of safeguarding family well-being, every day. This commitment supports the company's history of providing everyday disinfecting products for use in homes, schools and hospitals and for aid in global pandemics and natural disasters. It also speaks to Clorox employees' volunteerism and giving activities, as well as the company's support of K-12 education and charity and community programs.

Clorox's best-in-class disinfecting products and their effectiveness in killing harmful germs like staph, salmonella, E.coli, influenza viruses and methicillin-resistant Staphylococcus aureus, otherwise known as MRSA, presents an opportunity for the company to make a positive impact on public health. And for years people have used Clorox® regular bleach for surface disinfection and for purifying water in times of emergency.

"We're activating our infection prevention growth platform to address public health needs," explains Knauss. "In

fact, we're exploring pilot programs around wellness education and safe water with the goal of aligning our future cause efforts for the company to our core value proposition as a business."

Share Your Feedback and Clorox will donate to the American Red Cross International Response Fund

Since this is Clorox's first corporate responsibility report, the company would like to receive feedback from its stakeholders through a brief survey at <http://www.surveymonkey.com/s/CloroxCR>. For every survey completed by Dec. 31, 2010, Clorox will donate \$5 to the American Red Cross International Response Fund, up to \$10,000.

Clorox's in-depth CR report uses the Global Reporting Initiative (GRI) G3 Guidelines, which provide a recommended framework and indicators for reporting. Clorox is reporting at a GRI-checked application level of "B," based on the number of disclosures the company has included in its in-depth report.

Clorox's in-depth CR report is available at www.CloroxCSR.com. A printed abridged version of the report is available upon request by e-mailing responsibility@clorox.com.

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® naturally derived 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. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. 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 www.TheCloroxCompany.com.

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