NEWS RELEASE

# Clorox Debuts the Clorox® Toilet Bowl™ Game

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CLOROX TOILET BOWL CONTEST TO PLAYFULLY CELEBRATE THE TRADITION OF TOUCH FOOTBALL GAMES PLAYED DURING THE HOLIDAYS

Oakland, Calif, Nov. 9, 2010 - Football fans will be recognizing a new seat of football tradition this holiday season with the announcement of the Clorox® Toilet Bowl™. The game was created to playfully celebrate the tradition of touch football games played with family and friends, sometimes called Turkey Bowls or Toilet Bowls, from Thanksgiving through New Year's Day. The Clorox Toilet Bowl will be played during bowl season at Pan American Stadium in New Orleans, LA on January 13, 2011. The bowl game will never be the same.

Clorox will select the teams to participate in the first ever, real-life Toilet Bowl through a contest that asks fans to share their holiday football traditions.* The winners will share the field with ESPN college football analyst and former professional quarterback Jesse Palmer, who will play permanent quarterback for the game.

"The Clorox Toilet Bowl is the latest program from the Ode to the Commode campaign, which celebrates and elevates the toilet so it's no longer the butt of jokes. As Toilet Bowls have traditionally been a game played between the two worst teams, we felt it was time to raise the profile of these games and blow the lid off the family football tradition," said Alice Warren, brand manager for the Clorox Family of Toilet Products. "This year the fathers, brothers, mothers, sisters and friends who come together every year to clean-up the competition on the fields of their neighborhood parks and schools, will have a chance to win more than just bragging rights. It's a bowl game for

everyone."

## Game Also Celebrates a Great American City

In addition to celebrating the great American tradition of bowl games, Clorox chose New Orleans to be the host city of the first annual game. New Orleans is home to one of the five annual BCS bowl games. But more than five years after Hurricane Katrina, many of the city's parks and fields -the home of do-it-yourself bowl games- are still working to rebuild.

To ensure New Orleans families can have access to safe fields -and their fans will have clean toilets - for their future holiday season Toilet Bowl games, Clorox will make a $25,000 donation to the Friends of City Park to go towards bathroom improvement at New Orleans City Park.

The Clorox Toilet Bowl game will be played on City Park's Pan American Stadium Field. Like the games that inspired the movement, the Clorox Toilet Bowl will be a casual, flag-football game played by friends for the love of the game and in the spirit of tradition.

The game celebrates an American sports custom but will be anything but routine. A couple elements that go outside the norm of traditional Toilet Bowl games include Palmer's participation supporting both teams and the use of toilet paper "flags".

From November 9 - 28, 2010, fans can enter their family or team in the contest. Fan voting on the top eight finalists will take place from December 3 -11, 2010. Winners will be announced shortly after the voting period ends with the game being held January 13, 2011.

For more information on the Clorox Toilet Bowl or the Clorox Family of Toilet Products and to enter the contest, visit **OdeToTheCommode.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 **www.TheCloroxCompany.com**.

* NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.), 18 years or older who did not purchase any equipment for purposes of entering the Contest. Enter Contest by: 11/28/10. To enter and for Official Rules, including prize descriptions, visit [**www.odetothecommode.com**]. Void where prohibited.

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