THE CLOROX COMPANY

NEWS RELEASE

Green Works Cleaners Seeking Families in Need of Home "Greenover"

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NATURALLY DERIVED CLEANER BRAND PARTNERS WITH GREEN DESIGN EXPERT CARTER OOSTERHOUSE AND LOWE'S TO DELIVER HEALTHY HOME REMODELS

OAKLAND, Calif., November 30, 2010 - HGTV carpenter and green living expert Carter Oosterhouse, Green Works® naturally derived cleaners and Lowe's are teaming up to provide a new twist to the celebrity-led renovation by offering families in the U.S. the chance for the ultimate "Greenover" - a home-makeover-meets-eco-overhaul experience.

Consumers can now audition to receive a home Greenover by uploading a video or photos explaining which room in their home is the most in need of a Greenover. Consumers can visit **www.greenworkscleaners.com** to enter, and one lucky family will win a visit from Carter and a Green-ovation worth more than $20,000.

During the Greenover, Carter and a team of renovation experts from Lowe's will take over the home with the goal of addressing various health and environmental health concerns, while still creating a beautiful, stylish space. Carter's solutions will include removing carpets to avoid allergy triggers, changing room colors using paint without Volatile Organic Compounds (VOCs), and cleaning it all with naturally derived cleaning products - all available at Lowe's.

"Whether you could use help enhancing the look of your child's playroom, or you're looking for ways to reduce the chemicals in your kitchen, America now has the chance to get an eco-upgrade from the experts," said Carter Oosterhouse. "We are going to show that there are simple steps you can take to make your home environment healthier. And at the same time, we are going to prove that a natural home can be just as beautiful."

The effort comes amidst growing public awareness of the impact our homes have on our family's health. According to the U.S. Environmental Protection Agency (EPA), Americans spend about 90 percent of their time indoors. Often, levels of indoor air pollution can be two to five times higher than outdoor levels, which can cause problems for asthma and allergy sufferers. Finding ways to reduce allergens and irritants in your home through simple eco-friendly steps, like the ones offered by the Greenover program, can help reduce these triggers and help improve home's environmental health.

"Green isn't just about the environment. More people than ever are looking to make natural changes inside their home to help improve their family's environmental health," said Dr. Shannon Thyne, director of San Francisco General's Asthma Clinic. "It only takes a few extra steps to make a home healthier, cleaner and greener."

In addition to the home selected for the Greenover, Green Works will also offer an in-depth G.I.Y. webisode series focused on easy ways to Greenover rooms, and will show viewers the steps and products to do it themselves. Each new video will debut with a new chance to win prizes. Consumers can view the webisodes, G.I.Y. ideas and other tips at **www.greenworkscleaners.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. 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**.

About Lowe's

With fiscal year 2009 sales of $47.2 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves

approximately 15 million customers a week at more than 1,725 home improvement stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit **Lowes.com**.