NEWS RELEASE

Stain Solutions at Your Fingertips This Holiday Season

11/22/2010

HOLIDAY STAIN SOLUTIONS FROM DR LAUNDRY AND CLOROX KEEP STAINS FROM BLOTTING HOLIDAY SPIRITS

OAKLAND, Calif., Nov. 22, 2010 - It's said the holidays bring out the best in people, but what brings wine stains out of a new tablecloth? Or cranberry sauce out of your favorite white shirt? This holiday season, those searching for an answer will never be at a loss for options: The Clorox Company has made their expert laundry and stain advice accessible 24/7 to consumers whenever, and wherever, wardrobe disasters may strike.

Clorox knows that the holidays are high season for drips, dribbles and spills, and that consumers rarely have free time to toil over troublesome stains. That's why for the holidays, Clorox has made their expertise available via a special hotline and exclusive myStain™ app. The Clorox Holiday Stain Hotline (1-877-STAIN-411) features advice from Dr. Laundry, a.k.a. Mary Gagliardi, a scientist at The Clorox Company. Dr. Laundry offers callers step-by-step advice, in both English and Spanish, on how to cure those post-party pains - tricky leftover stains. Stain removal tips on this hotline cover everything from food to crafts.

For advice on the go, consumers can check out myStain, Clorox's handy mobile app that's available for iPhone®, iPod Touch®, iPad™ and Android™ smartphones. Beginning today, myStain visitors will be able to access tricky stains like pumpkin pie and cranberry sauce, both of which are perennial holiday favorites. Searching for dinner party conversation? The myStain app also includes an interactive game in which people can spin a wheel of stains and life situations to get funny stain removal tips for all occasions.

"Let's face it, with a house full of holiday cheer and guests, stains happen," said Dr. Laundry."But between the hotline, my blog, and the myStain app, we've hopefully given holiday hosts and hostesses enough tools to keep post-party clean up to a minimum, allowing them to spend more time with friends and family and less time in the laundry room."

Can't find your stain on the hotline or myStain app? Visit Dr. Laundry's blog, **www.drlaundryblog.com** for additional stain removal advice or to submit a stain question to Dr. Laundry directly. With more than 20 years of research and lab experience, there are few stains Dr. Laundry can't solve.

More information about Clorox's Holiday Stain Hotline, myStain and Dr. Laundry can be found on **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 **www.TheCloroxCompany.com**.

Media Relations

David Kellis
The Clorox Company
(510) 271-2252
david.kellis@clorox.com

Rita Gorenberg
Ketchum
(415) 984-6228
rita.gorenberg@ketchum.com