NEWS RELEASE

Study Finds That School Surfaces Get Low Marks for High Germ Counts

1/24/2011

NEW RESOURCE FROM THE CLOROX COMPANY PROVIDES TOOLS TO HELP CREATE HEALTHIER CLASSROOMS

OAKLAND, Calif., January 24, 2011 - When kids are at school, we hope for high marks in math, science and English. But what about the grades the school itself would receive in a class on cleanliness? A study conducted by Dr. Charles Gerba, professor of environmental microbiology at the University of Arizona, in partnership with The Clorox Company, found that plenty of bacteria are going to school too. Failing marks go to desks, pencil sharpeners, cafeteria tables and water fountains -- some of the surfaces in schools with the highest number of bacteria. 1

www.clorox.com/classrooms

"I am excited to be part of a program that makes cleanliness a priority in schools while making it fun for kids to learn how to help prevent the spread of germs," said Chad Vincent, physical education teacher and athletic director at Bannockburn School in Bannockburn, Illinois, and member of the Clorox Classrooms Faculty Panel of Experts. "More awareness and prevention efforts are important to help reduce germs in the classroom."

At clorox.com/classrooms, teachers and parents can find:

- New, state-of-the-art curriculum: Fun, science-focused lesson plans, take-home activities and whiteboard activities for grades K-2 and 3-5 that were developed by teachers for teachers, meet national educational standards and use the latest classroom technologies to make learning about germs and hygiene exciting and fun for kids.
- Grants and offers to help teachers better equip their classrooms: Between now and March 1, 2011, eligible K-5 teachers can visit Clorox Classrooms to enter the Free Books Sweepstakes for a chance to win a 50-book prize package for their classrooms.
- Advice from the Clorox Classrooms Faculty Panel of Experts: The Clorox Classrooms Faculty Panel of Experts provides its tried and true tips and advice for all types of positive classroom experiences (see below for more information on members of the Faculty Panel of Experts).
- Expert tips to keep schools and homes healthier: Cleaning routines and links to other resources for information.
- Resources for parents: Among other materials, parents can find a "Healthy Classroom Supply Checklist" to quickly find the items that teachers need most to clean and disinfect their classrooms.

"We believe these new tools will help teachers make learning about cleanliness through science-based curriculum both fun and interactive," said Laura Yost, Group Manager for Public Relations at The Clorox Company. "Students will learn how to help prevent the spread of germs with educational handouts, videos and books, and by working together to conduct grade-specific science experiments and report on their findings."

About the Clorox Classrooms Faculty Panel of Experts

Clorox Classrooms teamed up with a panel of exceptional teachers to develop the site's rich content and give teachers the best resources to teach students about healthy hygiene in a fun and engaging way. Members of the Faculty Panel of Experts include:

- Michelle Anthony, Ph.D.: A former teacher, Dr. Anthony works in and out of the classroom as a child development expert. She is the author of several children's and parenting books, a feature writer for Scholastic's Parent and Child Magazine and the founder of Wide-Eyed Learning, a company devoted to facilitating communication between parents, educators and children.
- Bonnie Embry: A former Kentucky Elementary Science Teacher of the year, Bonnie has 25 years of experience sharing her love of science with children in classrooms and science labs. Bonnie is the National Science Teachers Association District VIII Director.
- Michael Geisen: After he spent a year away as a full-time spokesperson for education, middle-schoolers in Prineville, Oregon, are happy to have Geisen, the 2008 National Teacher of the Year, back as their science teacher. Formerly a professional forester, Geisen is known for his creative approach to teaching, which is widely acclaimed for helping people of all ages understand science.

- Chad Vincent: Seven-year teaching veteran Chad Vincent is the physical education teacher and athletic director for grades 1-8 at Bannockburn School in Bannockburn, Illinois. Proud of his school's award-winning status in the 2010 Clorox I Don't Want to Miss… contest, he stresses to students the importance of practicing healthy habits at school and at home.

To learn more about Clorox Classrooms, please visit **www.clorox.com/classrooms**.

About the School Study

The study was conducted in September 2009 by Charles P. Gerba, Ph.D., Department of Soil, Water and Environmental Science at the University of Arizona. To determine bacteria levels on frequently touched surfaces, researchers sampled approximately 100 cm2 in six schools in a Tucson, Arizona, K-12 school system.

About The Clorox Company

The Clorox Company is a multinational manufacturer and marketer of consumer products, with 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; Pine-Sol® cleaners; Green Works® natural home care products; Brita® water-filtration systems; Burt's Bees® natural personal care products; Kingsford® charcoal; Hidden Valley® and K C Masterpiece® dressings and sauces; Glad® bags, wraps and containers; and Fresh Step® and Scoop Away® cat litter; . In addition, key products in Latin America include Clorox®, Nevex® and Ayudín® bleach, laundry additives and spray cleaners; Bon Bril® cleaning utensils; and Poett® and Mistolín® cleaners, laundry additives and air fresheners. In Australia, New Zealand and Africa, key products include Chux® cleaning cloths, sponges, scourers and disposable gloves; Glad® products; Gumption® paste cleaner; Handy Andy® cleaners; and Armor All® auto-care products. In Asia and the Middle East, key products include Clorox® bleach, laundry additives and spray cleaners; Glad® products; Armor All®, STP® and Prestone® auto-care products; and Pine-Sol® cleaners. 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**.

1Gerba, C.P., and Maxwell, S.L. 2009. School Study.

Contact:
Molly Steinkrauss
The Clorox Company
molly.steinkrauss@clorox.com

510-271-4946

Alli Sherman

Ketchum

alli.sherman@ketchum.com

202-835-7261