



NEWS RELEASE

Women Love Celebrity "Dirt" but Like to Keep it Clean

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NEW SURVEY FROM CLOROX®
REGULAR-BLEACH REVEALS
WOMEN'S ATTITUDES TOWARD
CELEBRITY GOSSIP

WASHINGTON, D.C., Jan. 24, 2011 - What is it about celebrity gossip that makes our ears perk up and listen? A new online survey from The Clorox Company and Ipsos sets the record straight on America's obsession with celebrity gossip news. The survey of over 1,200 U.S. women, ages 18 to 35, reveals that most women read celebrity gossip news at least once per week, no matter where they are or what time of the day.

That's why Clorox is launching Get the Dirt, but Keep it Clean to help women clean up their own dirt while they enjoy their celebrity gossip. Bleach may not be able to control celebrity dirt, but it can help consumers keep their own homes clean. There's no telling what tomorrow's headlines will bring, but in the meantime, Clorox is sharing quick clean-up tips. To get the Clorox Get the Dirt, but Keep it Clean clean-up tips, simply follow the instructions on www.Clorox.com/GetTheDirt. Signing up to receive the tips will automatically enter you for a chance to win a trip for two to celebrity gossip central-Hollywood, California.

Gossip by the Numbers

Key findings from the survey indicate:

- More than 50 percent of America's women report reading celebrity gossip at least once per week, including seven percent who claim they are addicted: Only 16 percent of women claim they never read celebrity news.
- Women want to get the celebrity dirt, but they also want to keep it clean: In general, women prefer to read about a celebrity's successful comeback (60%) as opposed to their downfall (40%). More women (54%) would

rather read about a celebrity's charity work instead of their partying habits (46%).

- The majority of women get their gossip news from gossip magazines and websites: Gossip magazines and websites are the top two preferred sources of celebrity gossip for women, with 34 percent and 32 percent of women rating them as their preferred sources, respectively. Only five percent of women get their celebrity gossip from daily newspapers.
- Nearly 70 percent of women indulge in celebrity news and gossip in their homes: Other top locations for women to catch up on the latest celebrity news include doctor's offices (33%), the office (27%), and beauty salons (23%). A few women even read celebrity news while traveling in an airplane/airport (13%).

Survey Methodology

These are some of the findings of an Ipsos poll conducted December 14 through 17, 2010. For the survey, a national sample of 1,281 females ages 18 to 35 from Ipsos' U.S. online panel was interviewed online. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the actual U.S. adult population according to Census data and to provide results that are intended to approximate a probability sample. An unweighted probability sample of 1,281 respondents, with a 100 percent response rate, would have an estimated margin of error of +/-2.7 percentage points, 19 times out of 20 of what the results would have been had the entire adult population of the United States been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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; Fresh Step® and Scoop Away® cat litter. 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 Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers and citizens around the world. Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe. Ipsos member companies

offer expertise in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2009, Ipsos generated global revenues of €943.7 million (\$1.31 billion U.S.).

Sweepstakes Rules

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States (D.C.) 18+ who did not purchase any special equipment for the purposes of entering this sweepstakes. Void where prohibited. Enter by 3/11/11.

Message & data rates may apply. Text entries will receive 1 text response per entry. Texting may not be available through all wireless carriers and everywhere. Not responsible for misdirected, garbled, lost or late returns. Other restrictions may apply. For terms & conditions, visit <http://www.jagtag.com/t&c>. For Rules, prizes, & odds, visit HYPERLINK www.Clorox.com/GetTheDirt. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

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