



NEWS RELEASE

New Study Finds Cooties Could Crash Your Valentine's Date

2/10/2011

TO KEEP A THIRD WHEEL AT BAY,
SINGLES MAY NEED TO CLEAN UP
THEIR ACT

OAKLAND, Calif., February 10, 2011 - Valentine's Day tends to spark thoughts of romance, flowers and that special someone. But this year, results from a recent study may have you thinking twice about where you spend the evening.

The study conducted by Dr. Charles Gerba, professor of microbiology at the University of Arizona, and sponsored by The Clorox Company, found that some bachelor pads may contain more than 15 times the amount of bacteria than the homes of their female counterparts. Of the surfaces tested in their apartments, coffee tables and remote controls harbored the most bacteria.

But bachelorettes aren't off the hook - researchers also found high numbers of bacteria in their apartments. In fact, more than twice the number of bachelorette front doorknobs were contaminated with bacteria as compared to bachelor doorknobs - a fact that will have guys wondering if opening the door for their dates is really the right move.

"There's no doubt about it: bachelors had a far bigger quantity of bacteria in their apartments - but bachelorette pads weren't squeaky clean either," said Dr. Gerba. "The good news is that taking just a few minutes to disinfect frequently touched surfaces as you're tidying up for the big night might just do the trick to bring back the romance."

A Love Affair with Germs?

Study findings could make some believe cooties really do exist:

- The bedroom is already crowded. 63% of bachelors' nightstands and 60% of bachelorettes' nightstands tested positive for bacteria, including fecal bacteria like E. coli.
- Watching a romantic comedy at home may ruin the mood. Of the surfaces swabbed in bachelor pads, remote controls are the surfaces with the highest number of total bacteria.
- Gentlemen may want to wash their hands after opening the door for their dates. According to the study, more than twice the number of bachelorette front doorknobs were contaminated with bacteria - including fecal bacteria - as compared to bachelor doorknobs.

To help single men prepare their pads for Valentine's Day, Clorox developed the Down & Dirty Bachelor's Guide to Cleaning. Download a free guide at www.clorox.com/clorox-cleaning-guide-for-bachelors with quick and "dirty" tips, like disinfecting frequently touched surfaces, to take a swingin' bachelor pad from repulsive to refined in no time.

About the Bachelor and Bachelorette Pad Study

2

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.

Media contacts

Molly Steinkrauss

The Clorox Company

molly.steinkrauss@clorox.com

510-271-4946

Lauren Wasserman

Ketchum

lauren.wasserman@ketchum.com