NEWS RELEASE

The Maker of Pine-Sol® Cleaners Salutes Community Volunteerism through Big Sunday and L.A. River Day Partnerships

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TWO EVENTS DRAW MORE THAN 75,000 COMMUNITY VOLUNTEERS

OAKLAND, Calif., April 20, 2011 -- The Clorox Company, through its Pine-Sol® brand, will serve as the "Big Clean" sponsor partnering with the City of Los Angeles and the Mayor's Office in its L.A. River Day of Service as well as Big Sunday, a California-based non-profit organization that hosts the nation's largest regional day of service. These two independent efforts will collectively draw more than 75,000 volunteers and are positioned to remake the culture of service and directly impact local communities, neighborhoods and residents across California.

"Cities are uniquely positioned to engage millions of local volunteers to directly impact the quality of life in our communities," said Mayor Antonio Villaraigosa, City of Los Angeles. "But with state and federal budgets stretched thin, we need partners like Pine-Sol--strong
private-public partnerships make events like this possible."

L.A. River Day of Service will bring community awareness to the Los Angeles River and watershed issues by mobilizing volunteers citywide through service and civic engagement. Held on April 30 to coincide with the month's many Earth Day activities, the L.A. River Day of Service consists of an array of service projects, beautification, community education, and fun-filled activities along the river (from the Valley to the Eastside). The day will engage

countless community groups and individuals volunteering together to improve neighborhoods and bank-side sites along the 51-mile L.A. River. This event is led by the City of Los Angeles, along with nearly 40 community organizations, and forms part of Los Angeles' project within the Cities of Service, a national effort among mayors to engage citizens to address challenges facing communities.

In support of these efforts, Pine-Sol is the premier sponsor for the event providing a $25,000 grant and celebrating volunteerism in a culmination celebration, which features a performance by L.A.'s own GRAMMY®-Award winning Ozomatli. Pine Sol also will award a grant to the Girls Today Women Tomorrow (GTWT) Leadership Mentoring Program, a non-profit organization where girls ages 10-21 are mentored to create their own opportunities toward life success while contributing to their community as young leaders.

"An event like the L.A. River Day of Service can happen only with a strong public-private partnership,"" said Charmaine Hussain, Pine-Sol Marketing Manager. "We are proud to put our Pine-Sol scents to work through our collaboration with the City of Los Angeles and Big Sunday and show what we can accomplish if we all work together towards these common goals."

In what has become the nation's largest regional volunteer service event, Big Sunday draws more than 50,000 volunteers to participate in a number of community service events across California on May 14 and 15. Following the mantra of its founder, David Levinson, author of "Everyone Helps, Everyone Wins," Big Sunday encourages egalitarianism and offers volunteer opportunities for every passion, talent, skill and age. With a long history of making a powerful difference in helping communities foster a cleaner environment and entrepreneurial spirit, Pine-Sol will be the "Official Big Clean Sponsor," donating $45,000 and nearly 10,000 bottles of Pine-Sol branded products to community centers and organizations across the state of California

David Levinson added, "At Big Sunday, we believe that absolutely everyone - of any age, any background, and any station in life -- has some way that they can help somebody else. These days, there are a lot of people working hard to divide people and in Big Sunday what we're about, more than anything else, is bringing people together."

For more information and to share volunteerism stories, please visit **Facebook.com/pinesol**.

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 ® 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**.

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