NEWS RELEASE

Clorox Increases Quarterly Dividend 9 Percent to 60 Cents Per Share

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OAKLAND, Calif., May 18, 2011 - The Clorox Company (NYSE: CLX) today announced that its board of directors increased the quarterly cash dividend on the company's common stock by 9 percent, from 55 cents to 60 cents per share. The dividend will be payable on Aug. 12, 2011, to stockholders of record as of July 27, 2011.

Total annual dividends paid to Clorox shareholders have increased each year since 1977.

"This dividend increase reflects the board's confidence in our ability to profitably grow and deliver strong, sustainable returns to Clorox shareholders," said Chairman and CEO Don Knauss.

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 $5.2 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. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. 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 year 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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