



NEWS RELEASE

Clorox Previews New Mobile App and Website for Ingredients Inside Program

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NEW MOBILE TOOLS WILL GIVE
CONSUMERS ON-THE-GO ACCESS
TO PRODUCT INGREDIENT
INFORMATION

OAKLAND, Calif., June 9, 2011 - At the Sustainable Fragrances conference in Washington, D.C., The Clorox Company (NYSE: CLX) today previewed its plans to launch a new mobile product ingredient application and website that will give consumers immediate access to product ingredient information while they shop or whenever they need it. This initiative builds on Clorox's existing Ingredients Inside program to provide transparent, easy-to-access ingredient information to consumers.

The new tools will be available later this year and will give consumers information at their fingertips, including:

- The mobile website will allow easier on-the-go access to Clorox's Ingredients Inside information by offering content and functionality optimized for mobile device use.
- The mobile application, focused initially on iPhone users, will allow consumers to use their smart phones to scan a product UPC code and be taken instantly to that product's ingredient listing.

Today's announcement further demonstrates Clorox's commitment to product ingredient transparency by making the information easily accessible when consumers are shopping. The new mobile tools reflect consumer trends toward increasing use of smart phones: The Nielsen Company reports that as of December 2010, nearly a third (31

percent) of all mobile consumers in the United States owned smart phones[i], and eMarketer predicts this number will rise to 43 percent by 2015[ii].

Clorox's History of Product Ingredient Communication Leadership

In 2008, with the introduction of its Green Works® line, The Clorox Company was the first major consumer packaged goods company to launch a product ingredient communication program in North America. In January 2009, the company began listing ingredients of its household and commercial cleaning, disinfecting and laundry products in the U.S. and Canada on its corporate website. Last winter, Clorox continued its industry leadership as the first major U.S. consumer packaged goods company to provide consumers with even more robust information on its preservatives, dyes and fragrances.

Clorox's Ingredients Inside program also outlines the company's product stewardship principles and practices, providing information on safety processes and guidelines on how the company screens ingredients, including fragrance components for new products. For example, Clorox requests all of its fragrance suppliers in the U.S. and Canada to follow a series of strict guidelines for ingredients used in any new fragrance the company purchases. In addition to complying with stringent fragrance industry standards by the International Fragrance Association (IFRA) and Research Institute for Fragrance Materials (RIFM), fragrances must not contain Alkylphenol (APs) or Alkylphenol Ethoxylates (APEs), including, but not limited to, Octylphenol Ethoxylates and Nonylphenol Ethoxylates; Musk Ambrette; Musk Xylol; Polycyclic Musks; Diacetyl and Phthalates (such as DEP, BBP, DBP, DiBP, DPP, or DEHP).

Since Clorox opened its doors in 1913, doing the right thing has been a core value that has continued to guide the company's business decisions. Visit www.CloroxCSR.com for more information on Ingredients Inside and Clorox's other corporate responsibility programs.

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.

For more information, contact: CorporateResponsibility@clorox.com or 510.271.7250

i <http://blog.nielsen.com/nielsenwire/consumer/among-mobile-phone-users-hispanics-asians-are-most-likely-smartphone-owners-in-the-u-s/>

ii <http://www.emarketer.com/Article.aspx?R=1008228>