THE CLOROX COMPANY

NEWS RELEASE

Clorox Taps Technology to Connect Classrooms and Power $150,000 in School Donations

8/24/2011

POWER A BRIGHT FUTURE GRANT PROGRAM LEVERAGES FIRST-EVER EDUCATIONAL INITIATIVE WITH SKYPE IN THE CLASSROOM TO KICK OFF THIRD YEAR

OAKLAND, Calif., August 24, 2011 - This fall, topping the list of back to school concerns are program funding and keeping pace with technology. Today Clorox announces its plan to address both, with $150,000 in Power A Bright Future grants and the first-ever educational initiative with Skype in the classroom.

Together with Skype and its Skype in the classroom initiative, Clorox will further engage teachers in a discussion about the role of technology in schools and what resources they need to power new programs. The company is also integrating numerous other digital and mobile components to activate teachers, parents and students in its Power A Bright Future grant program. Adults over 18 can help their school win up to $50,000 by nominating a new or existing program in one of three categories-Play, Create or Explore. Also new this year, during the voting phase anyone over 13 can text their vote for their favorite school program.

"Winning a Power A Bright Future grant last year gave Metrolina Christian Academy the funding to finally build athletic fields and helped make Play a reality for our athletes," said Dana Bostic, Director of Development, Metrolina Christian Academy, and grand prize recipient from 2010. "Whether you're focused on activities outside or bringing technology inside the classroom, I'd encourage everyone to visit **www.PowerABrightFuture.com** and find out how

to nominate their schools for a brighter future."

Technology Helps Brighten the Future

By using the latest in technology, Clorox is not only spreading the word about its school grant program, but also, through the help of Skype technology, connecting teachers, students and parents to engage them in a larger conversation about funding needs.

- Skype in the classroom-Clorox and Skype will host three interactive chats where teachers can learn about Power A Bright Future and hear from last year's winners. These sessions will give this power group of teachers the information they need to spread the word about this valuable grant program.
- Text-to-Vote-Clorox is making it more convenient to submit votes by introducing text-to-vote technology. Once voting begins, anyone 13 or older can vote for their favorite school right from their phones via text message, in addition to doing it through the website.
- Activating Online Communities-Clorox is working with powerful bloggers, education influencers and national youth-focused organizations to spread the word about Power A Bright Future. These key online influencers will create conversations within their networks to spread the message among the program's target audience.

"These days technology is an important tool in education," said Molly Steinkrauss, Associate PR Manager, The Clorox Company. "We're excited to leverage elements that many teachers, students and parents use to make Power A Bright Future even bigger this year and give more people the chance to win money for much needed programs. We recognize that the way to reach teens and engage parents and teachers is changing, and our program is a direct reflection of that."

How to Make a Difference for Your School

It's easy to nominate your school for a chance to win, simply pick a category (Play, Create or Explore), submit a photo and describe the program vision for your school at: **www.PowerABrightFuture.com**.

Entry details and examples for each category:

- Play: Activities outside the classroom-building playgrounds or establishing sports and exercise-focused programs.
- Create: Arts-focused programs-anything from an after-school music program to a new photography darkroom or theater group.
- Explore: Academic opportunities-establishing a science club, enhancing a school's computer lab or building a peer tutoring program.

Each nomination should demonstrate how the program will truly make a difference to children in their respective communities. Nominations will be accepted now through October 17, 2011.

Following the nomination period, the grand prize and category winners will be ready for a vote. Anyone 13 years or older can vote online at **www.PowerABrightFuture.com** or text their vote for the program they feel will make the biggest impact for a school. The final Power A Bright Future grant winners will be announced in January.

For more information, visit **www.PowerABrightFuture.com**.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,100 employees and fiscal year 2011 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, 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 $84 million to nonprofit organizations, schools and colleges. In fiscal year 2011 alone, the foundation awarded $4 million in cash grants, and Clorox made product donations valued at $13 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO K-12 SCHOOLS. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER WHO DID NOT PURCHASE ANY EQUIPMENT FOR PURPOSES OF ENTERING MAY ENTER ON BEHALF OF A SCHOOL. VOID WHERE PROHIBITED. Enter Contest by 10/17/11 at 11:59 p.m. ET. For Official Rules, and prize descriptions, visit **www.PowerABrightFuture.com**. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

Media Contacts
Molly Steinkrauss
The Clorox Company
molly.steinkrauss@clorox.com
510-271-4946

Amy Jackson

Ketchum

amy.jackson@ketchum.com

202-835-9452