NEWS RELEASE

Clorox Declares Regular Quarterly Dividend of 60 Cents Per Share

2/14/2012

OAKLAND, Calif., Feb. 14, 2012 - The Clorox Company (NYSE: CLX) today announced that its board of directors declared a quarterly dividend of 60 cents per share on the company's common stock, payable May 11, 2012, to stockholders of record on April 25, 2012.

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® and gud™ natural personal care products. Nearly 90 percent of the company's 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 marketed 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**.

Media relations

Dan Staublin 510-271-1622, **dan.staublin@clorox.com**

Investor relations

Lisah Burhan 510-271-3269, **lisah.burhan@clorox.com**

Steve Austenfeld 510-271-2270, **steve.austenfeld@clorox.com**