



NEWS RELEASE

Process Cleaning for Healthy Schools™ (PCHS) Names Green Works® Concentrated Cleaners As a Preferred Cleaning Product To Improve School Cleaning Processes While Saving Money

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LAS VEGAS, Nev., October 18, 2011 - Clorox Professional Products Company announced today at ISSA/INTERCLEAN trade show that Clorox Commercial Solutions® Green Works® Concentrated Cleaners have been named among the preferred cleaning products by Process Cleaning for Healthy Schools (PCHS),™ a non-profit-based system that is revolutionizing the way K-12 schools are cleaned.

PCHS offers an effective, efficient and standardized cleaning process in which schools are cleaned faster, less expensively, more thoroughly, safely and productively, with the results benefiting the health of students, staff and custodians.

Janitorial and sanitation industry veteran Rex Morrison founded PCHS after years of experiencing inconsistent, disorganized and substandard school-cleaning practices early in his career as a custodial supervisor. He developed the breakthrough system to solve process issues and bring custodial order to K-12 schools of any size or type by implementing practical cleaning standards, products and processes that custodians can easily follow and maintain.

"Simplicity and synergy are key to Process Cleaning," said Morrison. "The system relies on a few high-performing cleaning products and equipment within a standardized approach integrating all elements for a complete solution."

Through a "train-the-trainer" system, custodians are taught to be more productive by cleaning classrooms and other areas in a systematic way, with less fatigue, achieving a productivity rate of 27,000 - 30,000 or more square feet during an eight-hour shift, compared to the 22,000 national average. Morrison can quantify the amount of

time and money it will cost to Process Clean a school based on its size and number of custodians, and the tremendous savings it will typically experience in the first year.

"On average, schools save thousands of dollars and hundreds of hours a year using PCHS," said Morrison. "One school saved \$650,000 in the first year alone, mainly from attrition and re-allocation of labor, not layoffs. "This is very important as schools seek to protect jobs from budget cuts, privatization and outsourcing."

PCHS sought Clorox Professional Products Company to provide high-quality solutions to help meet the cleaning standard PCHS requires. Green Works® Concentrated Cleaners are 99 percent naturally derived, high-performance cleaners designed to meet the challenges of commercial cleaning, and work seamlessly within the Process Cleaning system to clean high-use areas: desktops, bathrooms, door handles and more.

Prior to becoming a preferred cleaning product by PCHS, Green Works® Concentrated Cleaners were tested by the International Executive Housekeepers Association's (IEHA) High Performance Cleaning Product (HPCP) Testing Program in conjunction with the University of MA Lowell TURI Lab. Green Works® Concentrated Cleaners met the HPCP program's rigorous standards and proved the product line's efficacy.

"We are extremely proud to be associated with such an important organization breaking ground in the education space," said Lynda Lurie, marketing manager, Clorox Professional Products Company. "As part of the Process Cleaning Consortium, we are honored to have a voice among industry leaders to continue to meet the diverse cleaning needs of schools."

Process Cleaning has been implemented in more than 150 schools nationwide, with as many as 200 more schools joining next year. PCHS also plans to serve other facility types in the future. To learn how Process Cleaning can benefit your school, visit www.PC4HF.org or contact Rex Morrison at (530) 559-9116 or Rex.Morrison@att.net.

About Clorox Professional Products Company

Clorox Professional Products Company, a division of The Clorox Company (NYSE: CLX), offers a full line of established brands designed to address your workplace challenges. Our professional products include the industry's most recognized brand names, including Clorox® Germicidal Bleach, Clorox® Disinfecting Wipes, Green Works® Naturally Derived Cleaners and Pine-Sol® Cleaners. Whether it be hospitals, offices, schools, hotels or any other commercial setting, we at Clorox are committed to not only understanding the ever-changing demands of the professional cleaning environment, but to developing solutions to help our customers excel in their businesses.

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