NEWS RELEASE

Awkward! Clorox® Contest Aims Lens on Life's "Yuck + Oops" Moments

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SHARE YOUR MOST CRINGE-WORTHY MESSY MOMENT FOR A CHANCE TO WIN $25,000

OAKLAND, Calif., Nov. 2, 2011 - Put a toilet-training toddler plus a warm bathtub together and what do you get? If you guessed the potential for a big mess you aren't too far off. At The Clorox Company, they're known as bleachable moments: times when the OMG EWW is so over the top that all you can do is LOL-and reach for the bleach.

In celebration of all of those moments, The Clorox Company today launched the Bleach It Away (**www.BleachItAway.com**) program. The new online community invites visitors to share their own bleachable moments and commiserate with other moment survivors, while receiving real-time advice and solutions from Clorox's panel of cleaning and laundry experts. Everyone who shares a story has a chance to win $25,000.*

"There are 'recipe for disaster' moments unique to having kids, pets or just living life that can make us cry or laugh (or both)," said Colleen Schweichler, brand manager for The Clorox Company. "Through the Bleach It Away program we're hoping to help people share, celebrate and conquer these Bleachable Moments because no one understands it better than a community of others who have just gone through it, too."

Yuck + Oops = Sweet Rewards

Beginning October 27, 2011, you can share your own unique messy moments at **www.bleachitaway.com** . Visitors

to the site can vote for their favorite stories and the ones that receive the most votes in a two-week period will be entered for a chance to win $25,000. In addition, each day a featured story will be selected by a Clorox Company representative and a $100 gift card will be awarded. Regardless, everyone who shares a story will receive a Clorox® Liquid Bleach coupon to make it easier to fight their next messy moment.

Besides sharing and voting, visitors will be able to access advice and tips on how they can bleach away the messy moment evidence so that all you are left with is unforgettable memories! Visitors will find:

- Educational "How To" cleaning and disinfecting videos
- Real-time advice from Clorox's panel of experts including Dr. Laundry, a.k.a. Mary Gagliardi, a scientist at The Clorox Company
- Access to myStain - Clorox's free mobile app for on-the-go stain removal advice available for iPhone®, iPod Touch®, iPad™ and Android™ smartphones

What would Bethenny Do?

Everyone has Bleachable Moments, even new mom, New York Times best-selling author and celebrity natural food chef Bethenny Frankel. Visit **www.bleachitaway.com** to watch exclusive, behind-the-scenes interviews with Bethenny about her messy moments. In addition, you'll hear stories from mom bloggers Alice Bradley, Eden Kennedy and MJ Tam. You'll even get the chance to tell us what you would do in their situations.

For more information about the Bleach It Away program and to share your story, including official contest rules, log on to **www.bleachitaway.com**.

Join the Clorox Community

Want to connect with other Clorox® fans and other Bleachable Moments champions on Facebook and Twitter? Log on to **www.facebook.com/Clorox**, or follow @Clorox to receive the latest product news, tips, offers and more.

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. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER WHO DID NOT PURCHASE ANY EQUIPMENT FOR PURPOSES OF ENTERING THE PROMOTION. VOID WHERE PROHIBITED. Enter Contest by 2/12/12. Sweepstakes ends 2/12/12. For Official Rules, Sweepstakes odds disclosures, and prize descriptions, visit **www.facebook.com/clorox**. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

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