NEWS RELEASE

The Clorox Company Earns Sixth Consecutive 100 Percent Rating on Human Rights Campaign's Corporate Equality Index

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OAKLAND, Calif., Dec. 13, 2011 - The Clorox Company (NYSE:CLX) has earned a top rating of 100 percent for the sixth consecutive year on the Human Rights Campaign's 2012 Corporate Equality Index (CEI). One of just three consumer good companies to retain its perfect score, Clorox also earns the distinction of being named one of the "Best Places to Work for GLBT Equality." The index is a nationally recognized measure of gay, lesbian, bisexual and transgender (GLBT) equality in the workplace.

"We all want to be part of an environment where we can bring our whole selves to work each day, where we feel our diverse perspectives and experiences are welcomed and celebrated," says Clorox Chairman and CEO Don Knauss. "Clorox employees have worked together to create a culture of inclusion, and this rating is a reflection of the importance we place on ensuring all Clorox employees feel valued and appreciated. We applaud the Human Rights Campaign for its work to ensure all employees are treated fairly."

The CEI rates companies on 40 specific policies and practices, 32 of which are new or more demanding this year. To achieve a 100 percent score, Clorox has fully-inclusive equal employment opportunity policies, provides equal employment benefits, demonstrates organizational GLBT competency, and is publicly committed to equality and responsible citizenship.

A key part of Clorox's diversity and inclusion strategy is the company's five employee resource groups (ERGs), including GLBT. These groups enable people to connect with one another and collectively with Clorox. Other groups are African-American, Asian/Pacific, Hispanic and women. ERGs not only help build professional relationships, but

also promote and retain exceptional employees, provide insights on multicultural marketing and supplier diversity initiatives, and support Clorox's diversity-related community outreach programs. Open to all employees, each ERG ensures every employee has access to support, inspiration, and personal and professional development.

A copy of the report and all ratings can be found at **www.hrc.org/cei**.

The Human Rights Campaign Foundation

The Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. By inspiring and engaging all Americans, HRC strives to end discrimination against GLBT citizens and realize a nation that achieves fundamental fairness and equality for all.

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 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**.

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