



NEWS RELEASE

# Instantly Get Clorox Ingredients With New "Ingredients Inside" Mobile App

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NEW SMARTPHONE APP AND  
MOBILE WEBSITE GIVE  
CONSUMERS INSTANT, ON-THE-GO  
ACCESS TO INFORMATION ON  
CLOROX INGREDIENTS

OAKLAND, Calif., Jan. 19, 2012 - The Clorox Company (NYSE: CLX) today launched its new Ingredients Inside smartphone application and mobile website. Now smartphone users have immediate access to information about Clorox ingredients for their household and commercial disinfecting, cleaning and laundry products in the U.S. and Canada.

The first consumer packaged goods company to launch a smartphone application for ingredient disclosure, Clorox is offering the app initially to iPhone® users, enabling them to scan a product UPC code and be taken instantly to that product's ingredient listing. In addition, a new mobile website (<http://i.clx.com>), which is available for all mobile platforms, gives easier, on-the-go access to the company's Ingredients Inside program by offering content and functionality optimized for mobile device use.

"Mobile computing is triggering a shift in how consumers access information to make purchasing decisions," said Clorox Chairman & CEO Don Knauss. "Our new product ingredient tools will help consumers make informed choices about our products anytime, anywhere."

According to a recent Nielsen Mobile Media report, 44 percent of all Americans own a smartphone, and 49 percent of mobile consumers say they frequently use their smartphones while shopping. In a recent Clorox survey\*, 62 percent of Americans believe it's important to know what goes into their household cleaning products, and 60 percent who own smartphones say a mobile app would make them more likely to read a household cleaning product's ingredient information.

The free application can be found in the iPhone App Store by typing in "Clorox ingredients." The Ingredients Inside app will be available for other mobile devices soon.

The Clorox Company's Ingredients Inside program now also features an application programming interface (API) that allows developers working on product ingredient programs to easily access the company's ingredient data.

## Continuing Product Ingredient Communication Leadership

In 2008, with the introduction of its Green Works® line, The Clorox Company was the first major consumer packaged goods company to launch a voluntary product ingredient communication program in North America. In January 2009, Clorox ingredients for household and commercial cleaning, disinfecting and laundry products were listed in the U.S. and Canada corporate website. Last winter, the company continued its industry leadership as the first major U.S. consumer packaged goods company to provide consumers with even more robust information on its preservatives, dyes and fragrances.

The company's Ingredients Inside program also outlines the company's product stewardship principles and practices, providing information on safety processes and guidelines on how the company screens ingredients, including fragrance components for new products. For example, the company requests all of its fragrance suppliers in the U.S. and Canada to follow a series of strict guidelines for ingredients used in any new fragrance the company purchases. In addition to complying with stringent fragrance industry standards by the International Fragrance Association (IFRA) and Research Institute for Fragrance Materials (RIFM), fragrances must not contain Alkylphenol (APs) or Alkylphenol Ethoxylates (APEs), including, but not limited to, Octylphenol Ethoxylates and Nonylphenol Ethoxylates; Musk Ambrette; Musk Xylol; Polycyclic Musks; Diacetyl and Phthalates (such as DEP, BBP, DBP, DiBP, DPP, or DEHP).

Since The Clorox Company opened its doors in 1913, doing the right thing has been a core value that has continued to guide the company's business decisions. Visit <http://www.thecloroxcompany.com/corporate-responsibility/> for a demonstration of the Ingredients Inside app and for more information on the company's other corporate responsibility programs.

## 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 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](http://www.TheCloroxCompany.com).

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\*The survey, fielded by ORC International on behalf of The Clorox Company, reached 1,006 adults 18 years of age and older, living in private households in the continental United States. Results have a margin of error of +/-3%.