NEWS RELEASE

Clorox® Professional Cleaners & Degreasers Offers the Foodservice Industry a New and Innovative Line of Products to Cut Through Tough Grease

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GUARANTEED BY CLOROX TO ELIMINATE GREASE AND DELIVER POWERFUL STREAK-FREE CLEANING

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OAKLAND, Calif., April 10, 2012 - Removing grease build-up is time intensive, arduous and is one of the biggest issues facing restaurant owners and kitchen managers. Grease formation is unavoidable yet the smallest grease mess can increase the risk of fire or create slippery floors for employees. In fact, slips and falls are the No. 1 accident in the foodservice industry, accounting for 57 percent of all general liability claims1.

Introducing Clorox Commercial Solutions® Clorox® Professional Cleaners & Degreasers - a breakthrough line of commercial degreasers harnessing scientific innovation to break free from the way grease has been cleaned in the past, and from the competition. The new Clorox degreasing products utilize unique technology to remove heavy-duty, grease-related soils found in various foodservice operations, from commercial kitchens in restaurants and hotels, to cafeterias in schools, universities and offices.

"With our new portfolio of cleaners and degreasers, we're offering restaurant and foodservice professionals a uniquely different degreasing solution that eliminates the problem and stress of grease build-up in their kitchens," said Lynda Lurie, marketing manager, Clorox Professional Products Company. "Clorox Cleaners & Degreasers offer

the foodservice industry peace of mind that proper cleaning and degreasing can occur on stoves, fryers and tile floor surfaces to help reduce the risk of slips and falls."

The product portfolio includes:

- Clorox® Professional Multi-Purpose Cleaner & Degreaser Spray (32 oz.): Dissolves tough, baked-on grease found on ovens, stoves, countertops and leaves stainless steel shiny and streak-free.

- Clorox® Professional Multi-Purpose Cleaner & Degreaser Concentrate (128 oz.): Quickly removes stubborn grease with less effort. The economical concentrate delivers streak-free cleaning while removing grease and can be diluted into a spray bottle or bucket.

- Clorox® Professional Floor Cleaner & Degreaser Concentrate (128 oz.): Designed to remove and lift slippery grease from quarry tile and grout to help improve employee safety. No rinse is required and the product leaves no stickiness or residue on porous tile. The light, pleasant scent is ideal for use around customers.

"Clorox Cleaners & Degreasers remove grease from my kitchen floors and countertops like nothing else I've ever used," said Edson Almedia, owner of Nino's Ristorante & Pizzeria, San Carlos, Calif. "I'm saving time and ultimately money because these Clorox products work right the first time and there is no rinsing or long soak times required."

Clorox Cleaners & Degreasers are available now through your local distributor or broker. For more information, visit **www.cloroxprofessional.com/cleaning**

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 for the commercial industry. Our professional products include the industry's most recognized brand names, including, Clorox® Disinfecting Wipes, Clorox® Germicidal Bleach, Clorox® Hydrogen Peroxide Disinfecting Cleaners, Green Works® Naturally Derived ready-to-use and concentrated cleaners, Formula 409® sprays and Pine-Sol® cleaners. Whether it be hospitals, offices, restaurants, schools, health clubs, hotels or any other commercial setting, Clorox Professional Products Company is committed to not only understanding the ever-changing demands of the professional cleaning environment, but to developing product solutions to help our customers excel in their businesses. For more information, visit **www.cloroxprofessional.com**.

1Busche, Linda. "Slip and Fall Claims Lead the List of Restaurant General Liability Insurance Claims." Restaurant Insurance Corporation. December 6, 2004.

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