May 14, 2012

Clorox Increases Quarterly Dividend Nearly 7 Percent to 64 Cents per Share

OAKLAND, Calif., May 14, 2012 - The Clorox Company (NYSE: CLX) today announced that its board of directors increased the quarterly cash dividend on the company's common stock by 6.7 percent, from 60 cents to 64 cents per share. The dividend will be payable on Aug. 10, 2012, to stockholders of record as of July 25, 2012.

Total annual dividends paid to Clorox shareholders have increased each year since 1977.

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 the company's 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.

Media relations
Dan Staublin 510-271-1622, dan.staublin@clorox.com

Investor relations
Lisah Burhan 510-271-3269, lisah.burhan@clorox.com
Steve Austenfeld 510-271-2270, steve.austenfeld@clorox.com