



NEWS RELEASE

Clorox Issues Statement Regarding Amanda Todd Facebook Pages and Posts

11/9/2012

OAKLAND, Calif., Nov. 9, 2012 - The Clorox Company (NYSE:CLX) today issued the following statement in response to pages and posts on Facebook following the death of Amanda Todd.

In September, teenager Amanda Todd posted a video on YouTube that revealed years of bullying and an attempt to harm herself by using bleach. The bullying persisted and eventually led to her suicide by hanging in October. Since her death, the bullying has continued with posts and pages on Facebook that use Amanda Todd's photo and, in many instances, images of Clorox® products.

Since Amanda's death, Clorox employees have worked with Facebook, as well as Facebook watchdog groups, to identify and report inappropriate Amanda Todd and Clorox images. Due to this effort, many of these images and posts have come down. Unfortunately, new pages and photos have continued to appear.

Clorox finds these bullying sites offensive, and, although the company does not have control over these pages or Facebook posting policies, Clorox is actively removing and banning any offensive content and users from the Clorox Facebook page. Clorox will continue to report newly posted pages and images that it believes violate Facebook's terms of use or community standards, and encourages others to report such pages directly to Facebook.

For information on how to stop bullying in your community, go to www.stopbullying.gov/.