



NEWS RELEASE

The Clorox Company and Angela Kinsey Hit the Vegas Strip to Bleach Away Life's Messes and Give Messy Moment Suffers Across the US a Chance to Win \$15,000

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LAS VEGAS, Feb. 12, 2013 - Between ____'s nights out, late-night ____s and ____ disasters, a trip to Las Vegas can get downright messy. That's why the makers of Clorox® bleach products in partnership with writer and award-winning actress Angela Kinsey are invading Las Vegas to help "bleach away" those notorious (but often hilarious) messes. Today, Kinsey will scour the Vegas Strip in search of real-life messy moments and offer people everywhere a chance to see their moment in bright lights of Vegas and a chance to win \$15,000.*

There are inevitable messy moments in life when the "yuck" is so over the top all you can do is reach for the bleach, Clorox® calls these "bleachable moments," and there isn't a better place to find these than in the mecca of all messy moments - Las Vegas. That's why in its second year the Clorox® Company is taking its Bleach It Away program to the Strip.

"We know life gets messy and sometimes all one can do is laugh. In Vegas there is a whole different level of ick, and I'm excited to be joining Clorox to hear people's messy moments firsthand" said Kinsey. "As a mom, I've seen my fair share of messes and it's nice to know someone else understands what I'm going through and can share in the fun of a little comic relief."

Besides patrolling in search of messy moments Clorox® is taking over with two interactive digital billboards. Now through February 24, visitors can visit www.BleachItAway.com/Vegas to fill in the blanks of a messy Vegas moment for the chance to have it featured in bright lights over the Vegas Strip on the Fashion Show Mall and Miracle Mile

billboards.

Big Rewards for Spilled Secrets

When Clorox is involved, messy moments can lead to rewards. Now through March 4 anyone, anywhere can share a messy moment at www.BleachItAway.com and be entered for the chance to win a grand prize of \$15,000*.

- In addition, each day a featured moment will be given the spotlight on the site and be awarded a \$50 gift card.
- Everyone who submits their moment will instantly receive a coupon for \$.50 off any bottle of Clorox® Regular-Bleach via email for the first moment they submit.
- Fans can also submit their messy moments on Twitter using the hashtag #bleachitaway to be entered into a drawing for a \$50 gift card in a weekly Twitter sweepstakes.

"We should all be rewarded for surviving life's bleachable moments" said Mara McCune, Marketing Manager, The Clorox Company. "The ultimate goal of our Bleach It Away campaign is all about looking back and laughing at those messes that may not have been funny at the time, but are the stories you'll remember and retell for years to come."

Along with sharing bleachable moments for the chance to win, visitors will be able to laugh with others and receive valuable cleaning tips and tricks. With advice from Clorox's panel of experts, including Dr. Laundry, and access to myStain™ - Clorox's free mobile app for on-the-go stain removal advice.

There's a Card for That

To keep even more laughs coming, this year Clorox also partnered with **Someecards**, a digital-greeting-card company specializing in creating humorous content based on current events and holidays - and now bleachable moments! Clorox and Someecards worked together to create a series of special-edition cards highlighting those all too familiar eww-filled moments that make us smile (and sometime cringe). Now with a simple post, pin, like or tweet the humor within the messy moment misery can be shared with this Someecards series on www.BleachItAway.com.

Want to connect with other Clorox fans and messy moment survivors on Facebook and Twitter? Log on to www.Facebook.com/Clorox, or follow @Clorox to receive the latest product news, tips, offers and more.

About The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford®

charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, 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. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2012, The Clorox Company Foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$15 million. For more information, visit TheCloroxCompany.com.

*NO PURCHASE NECESSARY. Contest ends 11:59 pm ET on 3/4/13. Open to legal residents of 50 U.S. and D.C, 18 and older. Void where prohibited. Click here for **Official Rules**. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

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