NEWS RELEASE

The Clorox Company's Global Insights Team Wins Top Prize for Research Innovation at the Advertising Research Foundation's 2013 Ogilvy Awards

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COMPANY ALSO SWEPT ITS CATEGORY, TAKING HOME BOTH GOLD AND SILVER AWARDS FOR GLAD AND CLOROX MARKETING CAMPAIGNS

OAKLAND, Calif., March 25, 2013 - The Global Insights team at The Clorox Company (NYSE:CLX) was honored with not just one, but three awards at the 2013 ARF David Ogilvy Awards for Excellence in Advertising Research. The Glad brand's "Stronger Stand Against Waste" campaign received the top honor for innovative research and a gold award in the category of fashion and household products. The Clorox brand's "Bleachable Moments" campaign won silver in the same category.

The "**Stronger Stand Against Waste**" campaign showcased Glad's new stronger trash bag, made with less plastic, and ways that consumers could make smart choices that created less waste in their lives. Meanwhile, "**Bleachable Moments**" highlighted the everyday - but extreme moments - in life that only Clorox bleach can solve.

The Advertising Research Foundation's annual Ogilvy awards celebrate the extraordinary and creative use of research in the advertising development processes of research firms, advertising agencies and advertisers. Winners from 12 categories are selected with three top campaigns chosen to receive the highest honors. Learn more about

the awards and this year's recipients on the **ARF website**.