THE CLOROX COMPANY

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Updated: 5-1-13

## U.S. Retail Pricing Actions from CY2009 - CY2013

| Brand / Product | Average Price Change | Effective Date |
|---|---|---|
| **Home Care** | | |
| Green Works® cleaners | -7 to -21% | May 2010 |
| Formula 409® | +6% | August 2011 |
| Clorox Clean-Up® cleaners | +8% | August 2011 |
| Clorox® Toilet Bowl Cleaner | +5% | August 2011 |
| Liquid-Plumr® products | +5% | August 2011 |
| Pine-Sol® cleaners | +17% | April 2012 |
| Clorox Clean-Up®, Formula 409®, and Clorox® Disinfecting Bathroom spray cleaners | +5% | March 2013 |
| **Laundry** | | |
| Green Works® liquid detergent | approx. -30% | May 2010 |
| Clorox® liquid bleach | +12% | August 2011 |
| Clorox 2® stain fighter and color booster | +5% | August 2011 |
| **Glad** | | |
| GladWare® disposable containers | -7% | April 2009 |
| Glad® trash bags | -7% | May 2009 |
| Glad® trash bags | +5% | August 2010 |
| Glad® trash bags | +10% | May 2011 |
| Glad® wraps | +7% | August 2011 |
| Glad® food bags | +10% | November 2011 |
| GladWare® disposable containers | +8% | July 2012 |
| **Litter** | | |
| Cat litter | -8 to -9% | March 2010 |
| Cat litter | +5% | May 2012 |
| **Food** | | |
| Hidden Valley Ranch® salad dressing | +7% | August 2011 |
| **Charcoal** | | |
| Charcoal and lighter fluid | +7 to +16% | January 2009 |
| Charcoal and lighter fluid | +8 to 10% | January 2012 |
| Charcoal | +6% | December 2012 |
| **Brita** | | |
| Brita® pitchers | +3% | August 2011 |
| Brita® pitchers and filters | +5% | July 2012 |

Notes:

- Individual SKUs vary within the range.
- This communication reflects pricing actions on primary items, and does not reflect pricing actions on our Professional Products business.