NEWS RELEASE

Clorox Increases Quarterly Dividend Nearly 11 Percent to 71 Cents Per Share

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OAKLAND, Calif., May. 13, 2013 - The Clorox Company (NYSE: CLX) today announced that its board of directors increased the quarterly cash dividend on the company's common stock by nearly 11 percent, from 64 cents to 71 cents per share. The dividend will be payable on Aug. 9, 2013, to stockholders of record as of July 24, 2013.

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 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. The company's products are manufactured in more than two dozen countries and marketed in more than 100 countries.

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