NEWS RELEASE

Brita® Joins the Chorus Encouraging People to "Drink Up"

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WATER FILTRATION BRAND TEAMS UP WITH PARTNERSHIP FOR A HEALTHIER AMERICA AND ITS HONORARY CHAIR FIRST LADY MICHELLE OBAMA AND ACTRESS EVA LONGORIA TO GET EVERYONE TO DRINK MORE WATER

OAKLAND, Calif. (September 12, 2013) -Brita is proud to announce today it is joining forces with PHA Honorary Chair First Lady Michelle Obama; actress, director, producer and activist Eva Longoria; and a host of others to remind everyone that one of the best beverages they can pick is also convenient and as close as the nearest faucet: water.

Brita has become an official supporter of the collaboration launched by the Partnership for a Healthier America and its honorary chairwoman First Lady Michelle Obama to encourage everyone to drink more water more often. As a supporter, Brita has committed to raising awareness and money for the efforts.

Over the next year, Brita is dedicating a significant amount of marketing and advertising efforts to promote the effort, including working with Longoria to create a uniquely designed on-the-go water bottle. In addition, Brita will

be talking up "Drink Up" via its partnership with NBC's "The Biggest Loser."

"Drinking water is one of the easiest choices every one of us can make each day," said PHA's Chief Marketing Officer Drew Nannis. "Drinking more water isn't about counting ounces, saving calories or dropping sizes; we want people to know that more water helps you do more. Brita - and the rest of our supporters - understand that and we're thrilled that Brita is supporting PHA to promote these efforts.

At the kick-off event in Watertown, Wis., the First Lady will be joined by Longoria and other leaders of the initiative, including Brita representatives, to share the goals of the Drink Up effort and build excitement for upcoming activations.

"Brita is extremely proud to stand with the First Lady and the Partnership for a Healthier America to promote this important effort to get Americans drinking more water," said Ed Huber, general manager for Brita. "We are pleased to show our commitment to improving the nation's health by using our marketing muscle and products to help spread the word about the importance of Drinking Up."

Brita is making the following commitments over the next year:

- Dedicated marketing and advertising efforts to encourage Americans to drink more water;
- Partnering with Longoria to design a Brita on-the-go water bottle targeted to adults; promoted via social, digital and public relations efforts;
- Showcasing its commitment via Brita's partnership with NBC's "The Biggest Loser;"
- Incorporating the Drink Up logo via **Brita.com** and digital advertising;
- Placing the Drink Up logo on packages containing Brita products.

About Eva Longoria

Producer, director, entrepreneur, and philanthropist, Eva Longoria is founder of "The Eva Longoria Foundation," co-founder of "Eva's Heroes," and is national spokesperson for "Padres Contra el Cancer." The Golden Globe-nominated, Screen Actors Guild Award-winning, and ALMA Award-winning actress partnered with NBC Universal on a First-Look development deal that includes a non-writing, executive producer agreement with her production company, UnbeliEVAble Entertainment. Longoria is executive producer of Lifetime's hit one-hour dramedy "Devious Maids" recently picked up for a second season, and Hulu's animated series "Mother Up" which premieres

November 6th. Additionally, Longoria is executive producer for the NCLR ALMA Awards, executive producer of the documentaries HARVEST and FOOD CHAIN- both of which explore the current and historic exploitation of farm workers, and writer/director and star of the upcoming short film, OUT OF THE BLUE, a project with Ron Howard and Canon for their "Project Imaginat10n." Longoria is also involved with MALDEF, the United Farm Workers and the Dolores Huerta Foundation. Named "Philanthropist of the Year" by The Hollywood Reporter, honored with a Lifetime Achievement Award at Variety's annual Power of Women Luncheon, Longoria was selected as commissioner for the National Museum of the American Latino Commission President Obama. A special Ambassador for L'Oreal Paris, Longoria owns BESO Hollywood and SHe restaurant, her own production company, UnbeliEVAble Entertainment, two fragrances "EVA, by Eva Longoria" and "EVAmour," and also has a New York Times bestselling cookbook EVA's KITCHEN: COOKING WITH LOVE FOR FAMILY AND FRIENDS.

About The Partnership for a Healthier America

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with - but independent from - First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit **www.aHealthierAmerica.org** and follow PHA on Twitter @PHAnews.

About Brita

Brita® water-filtration products are marketed by 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 2013 revenues of $5.6 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, Green Works® naturally derived 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, 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 2013, The Clorox Company Foundation awarded $4.1 million in cash grants, and Clorox made product donations valued at nearly $10 million. For more information, visit **TheCloroxCompany.com**.

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