NEWS RELEASE

Clorox to Introduce 2020 Strategy at Analyst Day on October 3

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OAKLAND, Calif., Sept. 23, 2013 - The Clorox Company (NYSE: CLX) today announced it will introduce its 2020 Strategy during its Analyst Day on Thursday, Oct. 3. The company's 2020 Strategy builds on the success of its recent Centennial Strategy, which delivered total stockholder returns of 88 percent, compared to an average of 82 percent for its peer group* and 40 percent for the S&P 500 over the company's past five fiscal years (July 1, 2008, through June 30, 2013).

A live webcast of Clorox's 2013 Analyst Day is scheduled to begin at 9:00 a.m. PT (12:00 noon ET) and can be accessed at **Clorox investor events**. A replay of the webcast will be available on the company's website.

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™, 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. For more information, visit **TheCloroxCompany.com**.

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*Peer group: 17 consumer packaged goods companies, excluding Clorox,for benchmarking purposes.