NEWS RELEASE

New Clorox® 4 in One Disinfectant & Sanitizer Tackles Multiple Surfaces for a More Complete Clean in Just One Step

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SANITIZES BACTERIA-HARBORING SOFT SURFACES, DISINFECTS HARD SURFACES AND MORE

PLEASANTON, Calif., September 4, 2013 - Disinfecting hard surfaces is just half the battle. A complete clean that helps promote a healthy environment requires cleaning and sanitizing and/or disinfecting multiple types of surfaces, including soft surfaces and even the air. Illness-causing bacteria can survive on soft surfaces 20 to 80 days or more1 making this a crucial surface to incorporate into any cleaning routine.

To help industry professionals deliver a more complete clean in just one step, Clorox Professional Products Company introduces new Clorox® 4 in One Disinfectant & Sanitizer. The product:

- Sanitizes soft surfaces†
- Disinfects hard surfaces
- Eliminates airborne, odor-causing bacteria
- Reduces allergens*

Not only does it offer multiple product uses in one, it requires no pre-cleaning, making it easy to accomplish more with less.

"We know that one of the biggest priorities among cleaning industry professionals is to deliver a better clean, but doing it quickly and efficiently can be a challenge," said Jennifer Case, marketing manager, Clorox Professional Products Company. "We are committed to delivering science-based product solutions to help cleaning professionals tackle their toughest jobs more efficiently, so we're proud to introduce new Clorox® 4 in One Disinfectant & Sanitizer which addresses several of our customers' unmet needs at once, saving them time and money, and helping them deliver a better clean."

Soft Surface Sanitization and Hard Surface Disinfection

Soft surfaces can harbor bacteria, but are difficult to sanitize and few product solutions are available. Moreover, many cleaning products merely freshen, rather than sanitize, fabrics. Unlike these products, Clorox® 4 in One Disinfectant & Sanitizer is EPA-registered to kill illness-causing bacteria on soft surfaces in as little as 30 seconds, including chairs, couches, curtains, bedspreads, sports equipment, mats and rugs that can become contaminated and transmit pathogens. It also prevents the growth of mold and mildew on soft surfaces.

Clorox® 4 in One Disinfectant & Sanitizer is not just an effective soft surface sanitizer; it is also tough on hard surfaces. The U.S. Centers for Disease Control and Prevention (CDC) consistently cites routine cleaning and disinfection of hard surfaces as one of the key actions in preventing the spread of germs that cause illnesses like the flu.2 Clorox® 4 in One Disinfectant & Sanitizer is EPA-registered to kill 24 key pathogens, including the germs of highest concern such as viruses that cause cold and flu, bacteria associated with food poisoning - E. coli and Salmonella - as well as MRSA, HIV, Herpes and Athlete's Foot Fungus, in just a five minute contact time.

Allergen* Reduction and Air Sanitization

Allergens* not only cause allergies, they are also triggers for asthma. According to the CDC, asthma is a serious health and economic concern.3 It is also a leading cause of absenteeism at schools and accounts for more than 14 million days of missed work in the U.S.4 Clorox® 4 in One Disinfectant & Sanitizer is effective at reducing sources of indoor allergens.*

In addition to reducing allergens,* eliminating odors is another important part of achieving a complete clean. Bacteria is the cause of odors, and Clorox® 4 in One Disinfectant & Sanitizer kills 99.9% of odor-causing bacteria in the air to effectively eliminate, not mask, odors and leaves a pleasant citrus scent.

The Economics of Clean

Clorox® 4 in One Disinfectant & Sanitizer is available in a 14-ounce aerosol can and requires no pre-cleaning for disinfection or sanitization. With no additional step in the cleaning routine, coupled with so many uses in one product, cleaning professionals can accomplish much more in their cleaning routines with much less, saving time and money. This makes it ideal for use in numerous types of facilities: long-term care, education, daycare, hospitality, athletic centers, offices and more.

For more information about Clorox® 4 in One Disinfectant & Sanitizer, visit **http://www.cloroxprofessional.com/products/clorox-4-in-one-disinfectant-spray**.

About Clorox Professional Products Company

Clorox Professional Products Company, a division of The Clorox Company (NYSE: CLX), offers some of the industry's most recognized brand names for the commercial, cleaning and infection prevention industries. Whether it is hospitals, offices, restaurants, schools, hotels or other commercial facilities, Clorox Professional Products Company is committed to meeting the demands of industry professionals. For more information, visit **www.cloroxprofessional.com**.

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† 100% cotton or 100% polyester

* cockroach matter, dustmite matter, dog and cat dander

1 Neely AN, Maley MP, "Survival of enterococci and staphylococci on hospital fabrics and plastic". J C lin Microbiol 2000; 38:724-726.

2http://www.cdc.gov/flu/pdf/freeresources/updated/everyday_preventive.pdf

3 http://www.cdc.gov/asthma/impacts_nation/AsthmaFactSheet.pdf

4 Warner JA. Controlling Indoor Allergens, Pediatric Allergy and Immunology. 2008; 11:208-219

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