



NEWS RELEASE

# The Clorox Company Releases 2013 Annual Report, Continues Progress in Integrated Reporting

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OAKLAND, Calif., Oct. 4, 2013 - The Clorox Company (NYSE: CLX) launched its fiscal year **2013 integrated annual report**, titled "Powerful. Purposeful. Proven." which, for the third year, combines its financial, environmental, social and governance performance. In addition to fiscal year performance, the report includes special sections highlighting Clorox's most recent and future business strategy.

"This year's report is unique in that it spotlights our accomplishments during our Centennial Strategy period and previews our goals and strategic priorities for 2020," said Clorox Chairman and CEO Don Knauss. "As we look forward to our next set of milestones, we're leveraging the power of our brands, building on proven results and focused on a purposeful strategy. All the while, we're remaining grounded in our strong principles of corporate responsibility."

As part of Clorox's efforts to evolve and enhance its integrated report, an independent accounting firm provided review-level assurance of 11 key nonfinancial metrics in fiscal 2013. These performance indicators, shown with an "A" symbol within the report, cover areas that include:

- Greenhouse gas emissions and energy consumption
- Products with sustainability improvements
- Workforce demographics/diversity
- U.S. product donations
- Safety/recordable incident rate
- Employee engagement

The company's full fiscal 2013 annual report is available online at [annualreport.thecloroxcompany.com](http://annualreport.thecloroxcompany.com). The site offers several multimedia elements, a resource center to build and print a customized report, and, new this year, a brief survey to share insights and feedback with the company.

Clorox uses the Global Reporting Initiative (GRI) G3.1 Guidelines, which provide a recommended framework and indicators for reporting. Clorox is reporting at a GRI-checked application level of "B+," which reflects the number of disclosures the company has included in its report, and its third-party review of certain key nonfinancial information.

## 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 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. 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 \$15 million. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com).

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