



NEWS RELEASE

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SAN FRANCISCO 49ERS ANNOUNCE **MULTI-BRAND PARTNERSHIP WITH THE CLOROX COMPANY**

Clorox and Kingsford brands will enhance the return of football for the 49ers Faithful

SANTA CLARA, Calif. – The San Francisco 49ers today announced a new multi-brand partnership with The Clorox Company. As part of the collaboration, Clorox will become the Official Disinfectant Product Partner of the 49ers and support efforts to help provide a cleaner and safer environment for fans returning to live events at Levi's® Stadium. Kingsford, another Clorox Company brand, will also join the partnership as the Official Grilling Partner of the 49ers, highlighted by activations around the fan tailgating experience.

Throughout the season, Clorox will provide Clorox® Disinfecting Wipes for fans via disinfecting stands throughout the stadium concourse area. Team personnel also utilize Clorox products to disinfect player and coach areas of the facility, including the locker room and weight rooms.

PHOTOS

“While we are thrilled to have the Faithful back in-person at Levi’s Stadium, our work to continue providing a cleaner and safer environment will be ongoing throughout the season and beyond,” said Kevin Hilton, 49ers Vice President of Corporate Partnerships. “Welcoming Clorox to our family will undoubtedly help further our cleaning and disinfecting efforts in this pandemic era of live events. We are thrilled to have them on board.”

Clorox and the 49ers will partner on several fan-focused initiatives throughout the new partnership term, including a community initiative, digital content series, and entitlement to a game each season.

“We’re excited to be teaming up with an iconic Bay Area organization to help create a cleaner and safer experience for fans,” said Ed Huber, Vice President and Chief Sustainability Officer at The Clorox Company. “Through our shared commitment to health and safety, we can help instill confidence as people get back to the sporting experiences they love.”

Kingsford will sponsor the Kingsford Tailgater of the Game promotion at each regular season home game, as well as have product integration within the 49ers Tail-Crate program, which ships gift boxes to Faithful across the country to bring the Levi’s Stadium tailgating experience directly to their home. 49ers Tail-Crates are available monthly from September through December and more information on the program featuring Kingsford is available at 49ers.com/tailcrate.

About The San Francisco 49ers:

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has seven conference championships and 20 divisional championships and was the first major league professional sports team to be based in San Francisco 75 years ago. Please visit 49ers.com and follow the 49ers on Facebook and Twitter @49ers.

About The Clorox Company:

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 9,000 employees worldwide and fiscal year 2021 sales of \$7.3 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags and wraps; Kingsford® grilling products; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality CALM™, and NeoCell® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More than 80% of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, included on the Barron's 2020 100 Most Sustainable Companies list, 2021 Bloomberg Gender-Equality Index, the Human Rights Campaign's 2021 Corporate Equality Index and the 2021 Parity.org Best Places for Women to Advance list, among others. In support of its communities, The Clorox Company and its foundations contributed about \$20 million in combined cash grants, product donations and cause marketing in fiscal year 2021. For more information, visit TheCloroxCompany.com and follow the company on Twitter at @CloroxCo.

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