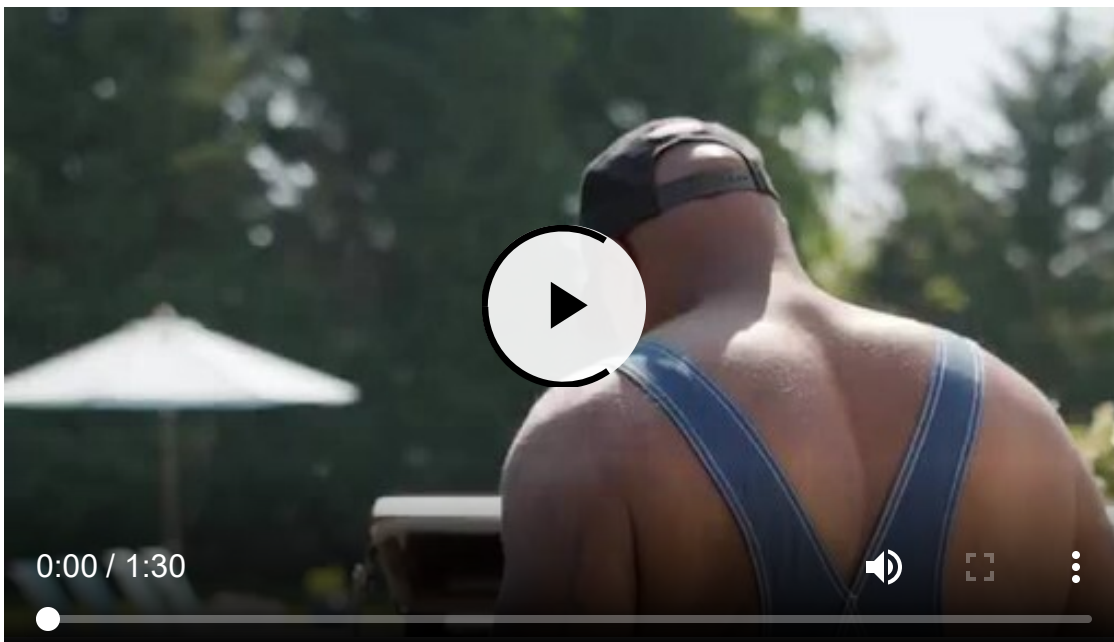

KINGSFORD® DRAFTS JASON KELCE AS "KING OF THE GRILL"

The retiree savors a new season of life, upping his grilling game around the coals.

OAKLAND, Calif., June 26, 2024 /PRNewswire/ -- Today, Kingsford announced the newest addition to its grilling family – Jason Kelce. Recognizing Kelce's legendary impact on the field, Kingsford is teaming up with Jason to fire up a brand-new arena – his backyard grill – as he goes from center to Smoke Show (though he'll settle for Grill Dad).



Kingsford is enlisting veteran **sponsored-retirement** partner and ribs MVP Vince Wilfork to welcome Kelce into the world of charcoal and show that "Slow is King" when it comes to life and grilling. Wilfork announced his retirement in 2017 alongside Kingsford, championing a lifestyle centered around quality moments with loved ones around the grill. Now, it's Jason's turn to step up to the coals.

"Now that I have more free time, I'm excited to move into this next chapter with Kingsford," said Kelce. "My Dad taught me how to grill using Kingsford, and I have memories of getting the coals white and hot to make his famous wings. There's nothing like it – taking your time with family and friends around the coals and slowing down the process to really bring in that delicious, smoky flavor."

Football fans and grilling enthusiasts alike can follow along on Jason's quest to master the grill throughout the summer. From friendly competition to exclusive recipes (www.kingsford.com/king-of-the-grill), Kelce and Wilfork will bring fans on their journey as Kelce goes from stopping the pass rush to stopping the grill rush – learning how slowing the process enhances the flavor and the experience to become "King of the Grill."

"For those who are used to being the best at everything they do, they know that to be the best, you have to work with the best, and that's why we grill with Kingsford," said Vince Wilfork. "Whether a first-time charcoal user or the neighborhood's grilling All Star, Kingsford has everything you'll need to become a barbecue legend.

Like I said, 'No more cleats, I'm moving on to smoked meats.' And now Jason's getting in on the tasty fun."

Follow along on Kingsford's social channels to keep up with Jason's barbecue journey. To learn more about Kingsford and start your journey to become "King of the Grill," visit kingsford.com.

About Kingsford | An American-made company founded over 100 years ago to make better use of Henry Ford's wood waste, Kingsford remains America's favorite charcoal. Over a decade later, it's still made in the USA with 100% natural ingredients. Whether you're a first-time griller, retired professional football player or the neighborhood's king of the grill – there's no contest on flavor or experience. From the Kingsford Original briquets you grew up with to premium varieties trusted by chefs and grilling professionals, Kingsford is synonymous with the unique experience and authentic, wood-fired flavor of charcoal grilling.

About The Clorox Company |The Clorox Company (NYSE: CLX) champions people to be well and thrive every single day. Its trusted brands, which include Brita®, Burt's Bees®, Clorox®, Fresh Step®, Glad®, Hidden Valley®, Kingsford®, Liquid-Plumr®, Pine-Sol® and Natural Vitality®, can be found in about nine of 10 U.S. homes and internationally with brands such as Clorinda®, Chux® and Poett®. Headquartered in Oakland, California, since 1913, Clorox was one of the first in the U.S. to integrate ESG into its business reporting. In 2024 the company was ranked No. 1 on Barron's 100 Most Sustainable Companies list for the second consecutive year. Visit thecloroxcompany.com to learn more. CLX-B

Media Contact:

Kelly Thackery

kthackery@currentglobal.com

View original content to download multimedia:<https://www.prnewswire.com/news-releases/kingsford-drafts-jason-kelce-as-king-of-the-grill-302183465.html>

SOURCE Kingsford Charcoal