



NEWS RELEASE

Calling All Inventors: Clorox Launches Campaign to Find Innovative Product Ideas That Promote a Cleaner World and Healthier Homes

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OAKLAND, Calif., May 6, 2010 - The Clorox Company (NYSE: CLX) today announced that it is teaming up with Edison Nation on a two-month campaign to find new ideas for products that help consumers reduce the spread of bacteria, fungi and viruses that can cause illness. If a product concept is chosen through this campaign, the inventor will receive a \$2,500 advance and other compensation based on sales.

"We have a long history of bringing to market innovative products that promote a cleaner world and healthier homes," said Chairman and CEO Don Knauss. "Cleaning, disinfecting and helping prevent the spread of infection are part of our company's heritage and remain important growth platforms for us. This campaign is one more way we hope to discover new ideas that build on our success in these areas, while continuing to provide consumers with convenient, affordable product solutions."

How to Submit an Idea

To participate in the campaign and obtain campaign terms, go to www.edisonnation.com/clorox. Edison Nation, a product development company dedicated to connecting innovators with commercial opportunities, has a screening process for inventions based on its experience with the Emmy award-winning Public Broadcasting Service series "Everyday Edisons." Edison Nation will review submissions and present the best ones to Clorox, which will evaluate the ideas with an eye toward turning them into viable products that can be brought to market. There's no limit to the number of inventions you can submit. A nominal fee will be charged for each submission to cover the screening process.

The deadline for this campaign is July 5, 2010.

Check Out New Clorox Company Innovation Webpage

The Clorox Company is always looking for ideas and feedback about all of its brands. To help independent inventors and consumers more easily communicate with Clorox and each other, the company this week launched a new Innovation page on its corporate website.

"At Clorox, innovation is all about turning great ideas into products that address an unmet need," Knauss said. "We believe combining the creative power of people with different experiences leads to superior product breakthroughs. That means looking for ideas not only among our own experienced team of scientists and marketers, but also among bright minds beyond our four walls."

Whether you're an inventor or just have an idea, comment or question about The Clorox Company or its brands, visit www.thecloroxcompany.com/innovation/ for additional details.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,300 employees and fiscal year 2009 revenues of \$5.5 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products; Green Works® natural cleaning and laundry products; Armor All® and STP® auto-care products; Fresh Step® and Scoop Away® cat litter; Kingsford® charcoal; Hidden Valley® and K C Masterpiece® dressings and sauces; Brita® water-filtration systems; Glad® bags, wraps and containers; and Burt's Bees® natural personal care products. The company's products are manufactured in more than two dozen countries and sold in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$77 million to nonprofit organizations, schools and colleges. In fiscal 2009 alone, the foundation awarded \$3.6 million in cash grants, and Clorox made product donations valued at \$7.8 million. For more information about Clorox, visit www.TheCloroxCompany.com.

Edison Nation®

Edison Nation is a Charlotte, N.C.-based open innovation platform and social community dedicated to finding and licensing consumer-driven innovation. Edison Nation features a dynamic community of "idea people" and regularly partners with leading retailers and manufacturers seeking innovative new product ideas, technology applications and brand names. Edison Nation partners include Yahoo!, Amazon, Walmart, PetSmart, Bed Bath & Beyond, Lifetime Brands, WestPoint Home, Rawlings, Skil Power Tools and more. For more information, please visit

www.edisonnation.com.

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