



## **Green Works® Natural Cleaners and Sierra Club® Celebrate Two-Year Anniversary; Doubling of Natural Cleaning Category**

**2009 Sales Generate \$645,000 Contribution, Bringing Total Contribution to More Than \$1.1 Million**

**OAKLAND, Calif., (March 1, 2010)** - The Green Works® natural cleaners brand today announced that it is giving \$645,000 to Sierra Club® to support the organization's ongoing conservation efforts. The donation, based on 2009 calendar year sales, raises the Green Works® brand's two-year contribution total to more than \$1.1 million.

The donation stems from a partnership the Green Works® brand and Sierra Club formed in January 2008, timed with the launch of Green Works® natural cleaners. As part of the partnership, Green Works® natural cleaners agreed to donate a portion of the proceeds from the sale of Green Works products to the Sierra Club and its conservation efforts. The partnership has helped the natural home cleaning products category experience rapid growth, with category sales more than doubling, according to Information Resources, Inc.

"Over the last two years, the Green Works® natural cleaners and Sierra Club partnership has demonstrated the real progress that can be achieved when industry and environmental organizations work together," said Nick Vlahos, general manager for Green Works®. "Working together, we've been able to accomplish some extraordinary things, including helping consumers see that simple, everyday decisions can make a big difference in their home and in the world around them. We've really demonstrated that natural cleaning can go mainstream."

Indeed, a recent survey conducted by Braun Research found that 72 percent of people now say that it is important to them that ingredients in home care products are natural. The findings demonstrate the growing belief that the home is an important front in the efforts to go natural.

"We have always believed that protecting and conserving the environment starts at home," said Sierra Club Chairman Carl Pope. "We partnered with the Green Works® brand because we wanted to make affordable and effective natural cleaning products available to millions of Americans. We are thrilled that since the launch of this partnership, the natural cleaning category has more than doubled - making a real impact."

Green Works® now has 10 natural cleaners available for consumers to use throughout the home. All Green Works® natural cleaners are made using plant-based ingredients. The products are formulated using biodegradable ingredients, are packaged in recyclable materials and not tested on animals. Green Works® products display the Sierra Club logo.\* The Green Works® line now includes the following natural cleaning products:

- Green Works® Natural All-Purpose Cleaner
- Green Works® Natural Glass Cleaner
- Green Works® Natural Glass & Surface Cleaner
- Green Works® Natural Toilet Bowl Cleaner
- Green Works® Natural Multi-Surface Cleaner
- Green Works® Natural Bathroom Cleaner
- Green Works® Natural Dishwashing Liquid
- Green Works® Natural Compostable Cleaning Wipes
- Green Works® Natural Laundry Detergent
- Green Works® Natural Laundry Stain Remover

Green Works® natural cleaners have been recognized by the U.S. Environmental Protection Agency (EPA) for using safer chemistry, and carry the "Design for Environment" certification logo.

For more information about Green Works® natural cleaners, visit [www.greenworkscleaners.com](http://www.greenworkscleaners.com). Reporters can access photos and additional information by visiting [www.greenworkspresskit.com](http://www.greenworkspresskit.com).

*\*Sierra Club logo is used with permission, which does not constitute sponsorship or endorsement of any company or product.*

### **The Clorox Company**

The Clorox Company is a leading manufacturer and marketer of consumer products with 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 cleaners; 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. With approximately 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them 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](http://www.TheCloroxCompany.com).

### **The Sierra Club**

Founded in 1892 by John Muir, the Sierra Club is the oldest, largest and most influential grassroots environmental organization in the U.S. With more than 1.3 million members and supporters, the Sierra Club works to protect the health of our environment and preserve our remaining wild places through grassroots activism, public education, lobbying and litigation. For more information, visit <http://www.sierraclub.org/>.

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