



## Clorox Honored by the Foreign Policy Association for Corporate Social Responsibility

OAKLAND, Calif., June 1, 2010 - The Clorox Company (NYSE: CLX) was recognized by the Foreign Policy Association (FPA) for its long-time commitment to corporate social responsibility (CSR) at the FPA annual dinner on Thursday, May 20, 2010. In particular, the FPA Board of Directors honored Clorox for taking a leadership role in making natural cleaning mainstream through its Green Works® brand, the company's breakthrough line of naturally derived cleaners that was launched in 2008 and is now the No. 1 brand in natural home care.

Highlighting the Green Works brand's partnership with the Sierra Club, Carl Pope, the organization's chairman and CEO was invited to introduce and present the FPA CSR award to Clorox's Chairman and CEO Don Knauss.

"There's something about the DNA of Clorox and its leadership that makes it a good fit for Sierra Club," said Pope as he introduced Knauss. "Their practice of bringing different people together inside and outside of the company to produce insights related to their products or CSR initiatives is in line with Sierra Club Founder John Muir's belief that you need to recognize how things and people are connected to practice ecological thinking."

"Three years ago Clorox identified Health and Wellness and Sustainability to be among the global trends we wanted to address through our product line-up and the way we approach business," said Knauss when he accepted the FPA award. "This led to the development of Green Works; the acquisition of Burt's Bees; and a refocus on Brita as a more affordable, eco-friendly alternative to bottled water. This focus also led to forming relationships with organizations we had never talked to like the Sierra Club. And it confirmed my fundamental belief that bringing together a collection of leaders with diverse viewpoints can lead to a better result. We've seen that in action at Clorox."

"We are pleased to recognize Clorox for its corporate citizenship and for the innovation of Green Works products that make effective and affordable naturally derived cleaners accessible to millions of consumers around the world," said Noel V. Lateef, president and CEO of the Foreign Policy Association.

### About FPA

The Foreign Policy Association is one of America's leading non-partisan organizations in the field of public education and world affairs. Founded in 1918, the FPA serves as a catalyst for developing awareness, understanding of, and providing informed opinions on global issues. Each year during the World Leadership Forum, the FPA acknowledges 1-2 companies for their dedication to corporate responsibility. Recent recipients include Frederick Smith, founder and chairman of FedEx; David Cote, CEO of Honeywell; Robert Lane, CEO of John Deere & Co; Patricia Woertz, CEO of Archer Daniels Midland (ADM); Fred Goodwin, group chief executive Royal Bank of Scotland; Lord John Browne, group chief executive, BP; Hank McKinnell, chairman of the board and chief executive officer, Pfizer, Inc.; and Daniel Bouton, chairman, Societe Generale.

### 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).

Media contact:

Aileen Zerrudo

510.271.3075

[aileen.zerrudo@clorox.com](mailto:aileen.zerrudo@clorox.com)