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The Clorox Company Takes 2012 Annual Report Online and Combines Financial and Corporate Responsibility Performance Metrics

OAKLAND, Calif., Oct. 15, 2012 - The Clorox Company (NYSE: CLX) has released its 2012 annual report, which combines the company's financial, environmental, social and governance performance. This year, the company has moved the full annual report online and printed an abbreviated executive summary that includes the CEO's letter and key financial and corporate responsibility metrics.

"As we approach our centennial anniversary on May 3, 2013, this year's report, 'Enduring Value,' recognizes where we've been and where we're headed as we continue to drive sustainable growth and create value for stockholders," said Clorox Chairman and CEO Don Knauss. "For the second year, we are combining our financial, environmental, social and governance performance."

The company's full fiscal year 2012 annual report is available at annualreport.thecloroxcompany.com and uses a responsive design to enable convenient viewing on desktops, laptops, tablets and smartphones. The site also features a resource center where anyone can download and print a customized report, including a PDF of the executive summary.

The decision to print a shorter executive summary and move the full report online reflects the company's goal to be more sustainable and provide stakeholders with easy access to the company's commitments and performance in five key areas of the business:

- Performance: Achieving financial success with transparency and strong governance
- Products: Making responsible products, responsibly
- People: Promoting diversity, opportunity and respectful treatment
- Planet: Shrinking our environmental footprint while growing our business
- Purpose: Safeguarding families with Be Healthy, Be Smart and Be Safe initiatives

Clorox uses the Global Reporting Initiative (GRI) G3.1 Guidelines, which provide a recommended framework and indicators for reporting. Clorox is reporting at a GRI-checked application level of "B+," which reflects the number of disclosures the company has included in its report, as well as third-party verification of its greenhouse gas emissions. Earlier this year, Clorox also joined the International Integrated Reporting Council pilot to help shape evolving global standards for integrated reporting.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. The company's products are manufactured in more than two dozen countries and marketed 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 \$87 million to nonprofit organizations, schools and colleges. In fiscal year 2012 alone, the foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$15 million. For more information about Clorox, visit TheCloroxCompany.com.

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