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Clorox Professional Products Company Supports Green Seal as the Leading Green Certification Organization

As Use of Environmentally Preferable Products is Increasingly Mandated by State and City Governments, Green Seal Remains a Trusted Certification Standard

OAKLAND, Calif., June 13, 2012 - State and local governments nationwide including California[1] and the City of New York[2] have proposed or passed regulations requiring environmentally preferable products be used in public schools and public buildings. Currently, 37 states have passed such regulations, thirteen of which list Green Seal certification as required criteria for products being purchased and used. As what can be perceived as an "indoor greening" movement, governments are recognizing the tremendous benefits environmentally friendlier measures provide to the students, residents and employees whom frequent public buildings.

As part of New York City's next phase of the Green Our Cleaning Act, the city has proposed a "Environmental Preferable Purchasing Program" amendment that requires agencies to purchase cleaning products that comply with the standards set forth by one of the following third-party programs: Green Seal, U.S. Environmental Protection Agency's (EPA) Design for the Environment, and/or New York State Office of General Services Green Cleaning Program[2].

With green cleaning product claims becoming more abundant, Clorox Professional Products Company values the role of independent third-party organizations that validate the efficacy and environmental standards of green cleaning products including Clorox Commercial Solutions® Green Works® Concentrated Cleaners. Organizations, such as Green Seal, provide procurement professionals, janitorial staff and consumers with the scientific research and confidence that the products being used live up to the claims they make.

"We are proud to have our products certified by Green Seal, whose seal has become synonymous with environmental leadership," said Lynda Lurie, marketing manager, Clorox Professional Products Company. "We commend Green Seal as the organization local and state governments rely on to set the standard for environmentally preferable products."

In 2010, Clorox Professional Products Company submitted Green Works® Concentrated Cleaners to Green Seal to be evaluated for certification. The 99 percent naturally derived cleaners met the highest standards of environmental quality and performance, receiving the prestigious certification[3]. Procurement professionals, school administrators, building service contractors, custodians and facility professionals recognize the Clorox brand and Green Works® Concentrated Cleaners for powerful cleaning performance, and can also trust that the products are deemed environmentally preferable.

"Green Seal's mission is to develop life-cycle based sustainability standards for products and offer third-party certification for those that meet the criteria," said Linda Chipperfield, vice president of marketing and communications for Green Seal. "We actively identify and promote sustainability in helping organizations be greener in a real and more effective way."

Green Works Concentrated Cleaners are used in thousands of facilities nationwide because they deliver the powerful clean expected from The Clorox Company in a way that is conscious of environmental impact.

About Clorox Professional Products Company
Clorox Professional Products Company offers a full line of established brands designed for the commercial industry. Our professional products include the industry's most recognized brand names, including, Clorox® Disinfecting Wipes, Clorox® Germicidal Bleach, Clorox® Hydrogen Peroxide Disinfecting Cleaners, Green Works® Naturally Derived ready-to-use and concentrated cleaners, Formula 409® sprays and Pine-Sol® cleaners. Whether it be hospitals, offices, restaurants, schools, health clubs, hotels or any other commercial setting, Clorox Professional Products Company is committed to not only understanding the ever-changing demands of the professional cleaning environment, but to developing product solutions to help our customers excel in their businesses. For more information, visit www.cloroxprofessional.com.

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[1]Calif. Gov. Brown Sets Ambitious New Goals to Green State's Buildings, Save Taxpayer Dollars." Power Engineering. April 27, 2012.
[2]http://www.nyc.gov/html/nycrules/downloads/rules/P_MOCS_2.24.12_A.pdf
[3]Green Seal. "Green Products and Services." Green Seal ©2012

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