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The Clorox Company Lights up the Downtown Oakland Skyline; Unveils New Rooftop Signs for Corporate Headquarters

OAKLAND, Calif., Aug. 21, 2012 - The Clorox Company (CLX) today announced it will flip the switch, for the first time, on two new 17-foot-high rooftop signs on its corporate headquarters in downtown Oakland at 8:30 p.m. Pacific time, tonight, Tuesday, Aug. 21. This will further establish the company's presence on the city's skyline.

"As Clorox approaches its centennial anniversary, we felt it was important to prominently brand our corporate headquarters to commemorate our past and future," said Chairman and Chief Executive Officer Don Knauss. "For the last 100 years, we've had the privilege of being an employer, a business partner and a member of the Oakland community. We've also grown from a one-product company into a global business with a diverse portfolio of trusted brands. We've come a long way since 1913 and there's more on the horizon."

The company's new sign features Clorox's recently updated corporate logo, which reflects the most dramatic change in its visual identity since 1957. Using a modernized version of the company's iconic diamond mark with a brighter blue color and added accents of green, Clorox's new logo presents the corporate brand as modern and evolving. It also reflects the strength and direction of the company's brand portfolio and underscores its commitment to sustainability.

Using LED lights and a timer, Clorox's illuminated signs are environmentally-friendly and compliant with the U.S. Green Building Association's Leadership in Energy and Environmental Design LEED standards. In 2011, Clorox's headquarters achieved (LEED) EB platinum certification, the highest sustainability recognition an existing building can attain.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer and professional products with 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, Kingsford[®] charcoal, Hidden Valley[®] and K C Masterpiece[®] dressings and sauces, Brita[®] water-filtration products, Glad[®] bags, wraps and containers, 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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