



July 2, 2012

Clorox Kicks Off Centennial Year With New Heritage Site

OAKLAND, Calif., July 2, 2012 - The Clorox Company is excited and proud to announce the beginning of our centennial year. In honor of this milestone, we've developed a new [heritage site](#), special centennial theme and commemorative logo.

"100 Years, 1000 Reasons" Theme Highlights Why People Love Clorox

Because our brands are trusted the world over. Because we're a leader in corporate responsibility. Because our future is bright. These are just a few of the reasons so many people have grown to love our brands and company over the years. And it's these reasons that inspired the theme and commemorative logo we've adopted for our centennial year. With this theme, we'll highlight throughout the fiscal year the many reasons Clorox has earned the trust and respect of our consumers, customers, stockholders, business partners and employees.

Heritage Site Showcases Milestones From Our First 100 Years

Did you know?

- Clorox was founded by five businessmen who invested \$100 each to establish America's first commercial liquid bleach factory.
- During World War II, bleach earned exalted status because it could disinfect wounds, neutralize enemy gases and purify water - the same timeless usages that apply in all disaster scenarios.
- In 2011, we became the first U.S. consumer packaged goods company to publish an integrated annual report of its financial, environmental, social and governance performance.



To celebrate our centennial, we've showcased these and other milestones in a new [heritage site](#) charting the many ways our company touches people's lives and makes everyday life better, every day. There, you'll also find a comprehensive guide to collectable Clorox® bleach bottles from throughout the years.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,100 employees and fiscal year 2011 revenues of \$5.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning 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 Clorox Company 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 \$84 million to nonprofit organizations, schools and colleges. In fiscal year 2011 alone, the foundation awarded \$4 million in cash grants, and Clorox made product donations valued at \$13 million. For more information about Clorox, visit www.TheCloroxCompany.com.