



## Clean Clothes, Naturally: The Clorox Company Introduces Green Works™ Natural Laundry Detergent and Green Works™ Natural Stain Remover

OAKLAND, Calif., (June 11, 2009) - The Clorox Company today announced the introduction of Green Works™ Natural Laundry Detergent and [Green Works™ Natural Laundry Stain Remover](#), the latest product innovations to join the leading brand of natural cleaners introduced in January 2008. The new Green Works laundry products will be widely available in July of this year.

New Green Works Natural Laundry Detergent and Natural Laundry Stain Remover are tough on dirt and stains, but gentle on clothes. Green Works Natural Laundry Detergent is made with a proprietary, patent-pending technology that maximizes the cleaning performance of its naturally-derived ingredients. The products are specially formulated to work in both standard and high efficiency (HE) washers.

Green Works Natural Laundry Detergent and Green Works Natural Laundry Stain Remover have been recognized by the U.S. Environmental Protection Agency's (EPA) Design for Environment (DfE) program. The laundry products are also dermatologist-tested and clean without leaving harsh chemical residue.

"Our commitment to sustainability continues to be an important driver of our overall strategy," said Don Knauss, chairman and CEO, The Clorox Company. "We look forward to Green Works products continuing to drive growth in natural cleaning as we expand into new product categories, such as natural laundry."

Since Green Works products were introduced, the brand has achieved the leadership position among natural cleaners, almost doubling the growth of the natural cleaning category in the first year of launch<sup>1</sup>. Every Green Works product is the No.1 natural product in its respective category<sup>2</sup>.

All Green Works natural cleaners are made using plant-based ingredients. The products are formulated using biodegradable cleaning ingredients, are packaged in recyclable bottles and not tested on animals. The Green Works line now includes 10 natural cleaning products:

- Green Works® Natural All-Purpose Cleaner
- Green Works® Natural Glass Cleaner
- Green Works® Natural Glass & Surface Cleaner
- Green Works® Natural Toilet Bowl Cleaner
- Green Works® Natural Dilutable Cleaner
- Green Works® Natural Bathroom Cleaner
- Green Works® Natural Dishwashing Liquid
- Green Works® Natural Cleaning Wipes
- New Green Works™ Natural Laundry Detergent
- New Green Works™ Natural Laundry Stain Remover

Green Works Natural Laundry Detergent and Natural Laundry Stain Remover also feature the [Sierra Club](#) logo, marking the brand's financial commitment to support the organization's conservation efforts, including the protection of America's clean air, clean water, wildlife and special places.

The new laundry products will be available in the U.S. and Canada at most retailers where Clorox products are sold, with a suggested retail price of \$8.79 (45 oz, 30 loads) and \$15.49 (90 oz, 60 loads). Green Works Natural Laundry Detergent will be available in Original, Free & Clear and Lavender scents. Green Works Natural Laundry Stain Remover will be available in Original scent, with a suggested retail price of \$3.69.

For more information on Green Works Natural Cleaners, visit <http://www.greenworkscleaners.com/>. Editors can access photos and additional information by visiting <http://www.greenworkspresskit.com>.

### The Sierra Club

Founded in 1892 by John Muir, the Sierra Club is the oldest, largest and most influential grassroots environmental organization in the U.S. With more than 1.3 million members and supporters, the Sierra Club works to protect the health of our environment

and preserve our remaining wild places through grassroots activism, public education, lobbying and litigation. For more information, visit <http://www.sierraclub.org/>.

### **The Clorox Company**

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 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 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 \$73.4 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$3.7 million in cash grants, and Clorox made product donations valued at \$5.3 million. For more information about Clorox, visit <http://www.thecloroxcompany.com/>.

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1 IRI FDKT 52 wks ending April 2009

2 IRI FDKT P4wks ending April 2009