



Clorox Urges Consumers to Confront "Sock Shame"

This Fall, Ditch Dingy Habits and Turn Over a New Leaf with Whiter, Brighter Socks

OAKLAND, Calif., (October 1, 2009) - Rather than be caught with dingy white socks, one in five participants in a new survey admitted to committing perhaps the most grave of fashion faux pas - wearing black socks with athletic shoes. Some simply go sockless to avoid perceived ridicule, and still others opt to trash their dingy white socks. However, the makers of Clorox® bleach suggest a less embarrassing and more cost-effective solution: wash with bleach.

"Because socks have a tendency to develop deep, ground-in stains, removal of these stains and general dinginess can be difficult, especially when detergent alone is the only tool in your laundry arsenal," said Clorox stain scientist, Harold Baker (a.k.a., Dr. Laundry). "Over one-third of consumers claim white socks are the most difficult items from which to remove stains - however, the solution is quite simple. Pairing detergent AND bleach provides unbeatable whitening for your socks and other fabrics while removing body soil, stains and odors."

Survey results also reveal that dingy socks spark shame for some - two out of three people have been embarrassed by the dingy appearance of their white socks, and have gone to extremes in order to conceal them, including wearing extra-long pants. The most common locations that consumers cited as places of "sock shame" were friends' homes, doctors' offices, and airport security check lines.

For more information on how to fight your own "sock shame" or other stain dilemmas, visit www.drLaundryBlog.com.

About Clorox® regular bleach

Clorox® bleach is a solution of sodium hypochlorite, which breaks down primarily into salt and water after use. There is no free chlorine in any Clorox® bleach product. Clorox® regular bleach is effective in whitening laundry whites and disinfecting surfaces around the home. In fact, bleach is the most widely available and affordable disinfectant on Earth. Since it was introduced in 1913, Clorox® regular bleach has been used in places where killing germs is critical: in hospitals, nursing homes, child-care centers and schools. In fact, when the first Apollo flights were heading into space, NASA used Clorox® regular bleach to decontaminate the capsules returning from orbit. Disinfecting household surfaces with Clorox® regular bleach is still very important today since it kills germs that can make people sick, including Salmonella, E.coli and other germs of increasing concern like MRSA.

About 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 \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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