



NEWS RELEASE

Armor All Launches The Art of Car Care

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ARMOR ALL OWNER CENTER WEB
SITE FOR CAR ENTHUSIASTS
BREAKS NEW GROUND

OAKLAND, Calif., May 24, 2006 – Armor All today announced the future in car care with a new website that offers car care buffs tools and advice to create and maintain an on-going car maintenance log. The Web site, www.aa-ownercenter.com, will serve as a one-of-a-kind centralized community for the art of car care with auto-related information on everything from car maintenance reminders to car care tips from trusted experts.

The Web site will enable consumers to customize their own maintenance records based on their current vehicle requirements. Armor All also will host a message board where car enthusiasts can share information on various car-related topics. Each month a different car care expert will answer consumer questions about automotive maintenance. The Owner Center also will from time to time provide consumers with special discounts on various Armor All® products.

"One of our goals for the Armor All Owner Center is to provide people with online community where they can discover new car care tips, and exchange information with other members on their own tips and home remedies," said Jon Paluga, marketing manager for The Armor All/STP Products Company. "We wanted to make this a fun, interactive and informative site where people can go to participate in the art of car care."

Armor All DIY Contest

Armor All also has teamed up with Busch Series driver Jon Wood to conduct a nationwide search for the #47 team's pit crew member for a day, launching the "Detail it Yourself (DIY) Dare" contest*. The DIY Dare contest is designed to uncover America's best do-it-yourself "interior and exterior car cleaning buff." One lucky winner will receive a custom built, DIY Garage/Dream shop, and be named an "honorary" pit crew member for Wood's #47 Armor All racing team during the Busch Series race at Lowe's Motor Speedway in Charlotte later this season. The winner will be in the pit.

Contestants can by enter the DIY Dare contest by logging onto www.aa-ownercenter.com. Contestants need to submit a photo of their newly washed and detailed car and a short statement describing how "nobody's car looks as good as mine." The deadline to enter is June 30, 2006.

Five semi-finalists will be selected and flown to Lowe's Motor Speedway in North Carolina. The semi-finalists will square off in a pit-crew challenge, with approximately 20 minutes to clean, buff and detail a very dirty car. A celebrity judging panel that includes Jon Wood will select one grand-prize winner, who will receive his/her own DIY Garage/Dream Shop. The winner will also participate as an "honorary" pit crew member for Wood's #47 Armor All racing team during the Dollar General 300 Race on Friday, October 13 in Charlotte, North Carolina.

* Open to legal U.S. residents (excluding Puerto Rico, U.S. Virgin Islands, and U.S. Territories and Possessions), 18 years or older. Void where prohibited. For rules, visit www.aa-ownercenter.com. Contest begins 12:00:01 A.M. EST 3/31/06, ends 11: 59 P.M. EDT 6/30/06. Sponsored by The Armor All/STP Products Company.

About Armor All

The Armor All/STP Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2005 revenues of \$4.4 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All® and STP® auto care products, Fresh Step® and Scoop Away® cat litters, Kingsford® charcoal briquets, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 7,600 employees worldwide, the company manufactures products in 25 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 \$62.3 million to nonprofit organizations, schools and colleges; and in fiscal year 2005 alone made product donations valued at \$4.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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