



NEWS RELEASE

# Clorox Clean Team Brings Excitement of NASCAR Directly to Fans

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CLOROX ANNOUNCES TWO-YEAR  
SPONSORSHIP OF ROBERT  
PRESSLEY'S #47 BUSCH GRAND  
NATIONAL SERIES STOCK CAR

Oakland, Calif., July 24, 2003 — The Clorox Company, a long-time supporter of NASCAR, announced today a two-year, multi-million dollar sponsorship of Robert Pressley's #47 Busch Grand National Series car. This deal will make Clorox the only manufacturer currently committed to sponsoring multiple cars in the Busch Grand National Series for 2004-2005: Clorox's Kingsford® Brand has sponsored the #59 car since 1998. The new sponsorship kicks-off in February 2004 with the Busch Series race in Daytona and will feature several Clorox laundry and cleaning brands.

"I'm thrilled to be driving the Clorox car and I know that NASCAR fans will be excited as well," said driver Robert Pressley. "NASCAR's seventy-five million fans are legendary for their loyalty. I expect and hope they will get behind Clorox in a big way." Pressley's more than 20-year career includes multiple track championships and victories in just about every type of car he has driven. His experience includes NASCAR Craftsman Truck, Busch Series and Winston Cup, as well as late model racing.

Fans will not have to wait until Daytona to see the new Clorox NASCAR entry. Clorox is hitting the road in partnership with grocery retailers to bring the excitement of NASCAR directly to fans in markets across the country. Clorox will bring two 35-foot mobile Clorox Clean Team units to more than 1,600 retail locations, a program that will continue throughout the two-year sponsorship. Each unit showcases a replica #47 NASCAR stock car which

consumers will be able to "drive" through a state-of-the-art, interactive racing simulator game. The units will be complemented by a Cleaning Tech Center, which will provide consumers with tips and new ideas on how to easily care for their homes, as well as feature informative product demonstrations for such Clorox brands as Clorox® Liquid Bleach, Pine-Sol® cleaners, Formula 409® cleaners and Clorox® ReadyMop® all in one mopping system.

"Our new sponsorship of ST Motorsports, Robert Pressley and the #47 car in conjunction with the traveling Clorox Clean Team provides us with a unique opportunity to educate consumers about our products and offer them some good, clean fun at the same time," said Lyne Brown, Laundry and Home Care Division Sales Director.

In the next few months, Clorox will partner with local retailers to determine the store appearance schedule for the Clorox Clean Team mobile units. NASCAR fans can expect to see the first appearance of the Clorox Clean Team in January 2004.

## The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2002 revenues of \$4.0 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 briquettes, Hidden Valley® and K C Masterpiece® dressings and sauces, and Glad® bags, wraps and containers. With 9,500 employees worldwide, the company manufactures products in 25 countries and markets them in more than 100 countries. Founded in 1980, The Clorox Company Foundation has awarded grants totaling more than \$51 million to nonprofit organizations, schools and colleges, and in 2001-2002 made product donations valued at nearly \$5 million. For more information about Clorox, visit the company's Web site at [www.thecloroxcompany.com](http://www.thecloroxcompany.com).