



NEWS RELEASE

KIK Introduces New Clorox Brand Pool Care Products

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Oakland, Calif, August 21, 2013-A new line of Clorox™ Pool&Spa products will launch at select U.S. retailers in 2014 through a new initiative between The Clorox Company and KIK Custom Products Inc.

"We are excited to partner with Clorox to take their iconic brand to market in pool care," said Stratis Katsiris, President of KIK's Classic Division.

"This initiative builds on KIK's capabilities in pool products and enables us to introduce the Clorox brand into a new lifestyle category for consumers," said Dawn Willoughby, senior vice president -general manager, Cleaning Division for The Clorox Company.

KIK entered the pool care business in 2011 with the acquisition of Chem-Lab Products Inc. Currently, it manufactures and sells Kem-Tek brand pool products in the U.S.

The initiative is limited to pool & spa chemicals and accessories under the Clorox™ Pool&Spa brand in the U.S. and Canada. Clorox™ Pool&Spa will be represented in the marketplace by Easy 1 2 3 Pool Care LLC, the U.S. based subsidiary of KIK Custom Products Inc. dedicated to pool care products. All other Clorox and KIK business interests and operations will remain separate in all respects.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2013 revenues of \$5.6 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol®

cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's 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.

About KIK

With 14 integrated manufacturing facilities strategically located throughout North America, Toronto, Canada-based KIK Custom Products Inc. is one of North America's largest contract and private label manufacturers of consumer, institutional and industrial products. KIK's product lines include bleach, household cleaners and sanitizers, pool and spa water treatment products and additives, personal care, over-the-counter medicated and pharmaceutical products, all supported by in-house technical expertise and value-added services. KIK produces national brand and private label consumer products for Fortune 500 companies. For more information about KIK, visit

www.KIKCorp.com

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