



NEWS RELEASE

New Clorox® Toilet Bowl™ the Only Bowl Game Where Fans Decide Who Plays

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LET THE VOTING BEGIN
FOR THE BOWL GAME FOR
THE REST OF US

OAKLAND, Calif, Dec. 5, 2010 - Finally a bowl game where fans decide who plays - the Clorox® Toilet Bowl™. The Clorox Toilet Bowl game playfully celebrates the tradition of touch football games played with family and friends during the holidays, sometimes called Turkey Bowls or Toilet Bowls. In November, amateur football players of all shapes, sizes and genders submitted their entries to play in the first-ever Clorox Toilet Bowl. Eight finalists were selected by a judging panel. Now, on bowl selection Sunday, fans can visit OdetotheCommode.com to vote for the two teams who they think should participate in the bowl game.

The Clorox Toilet Bowl game will be played during bowl season at Pan American Stadium in New Orleans, La. on January 13, 2011. Fan voting on the top eight finalists will take place until December 11, 2010. Winners will be announced shortly after the voting period ends with the game being held January 13, 2011. The winners will share the field with ESPN college football analyst and former professional quarterback Jesse Palmer, who will play permanent quarterback for the game.

"On the eve of selection Sunday for the college bowl games, we wanted to announce that voting has begun for our game, The Clorox Toilet Bowl. As Toilet Bowls have traditionally referred to a game played between the two worst teams, we felt it was time to elevate the term Toilet Bowl to be about fun, family football games and give these games true bowl status," said Alice Warren, brand manager for the Clorox Family of Toilet Products proud Stanford alum and football aficionado. "We are putting out a call for everyone to participate in our selection committee by

casting their vote."

Game Also Celebrates a Great American City

In addition to celebrating the great American tradition of bowl games, Clorox chose New Orleans to be the host city of the first annual game. New Orleans is home to one of the five annual BCS bowl games. But more than five years after Hurricane Katrina, many of the city's parks and fields - the home of do-it-yourself bowl games - are still working to rebuild.

To ensure New Orleans families can have access to safe fields - and their fans will have clean toilets - for their future holiday season Toilet Bowl games, Clorox will make a \$25,000 donation to the Friends of City Park to go towards bathroom improvement at New Orleans City Park.

The Clorox Toilet Bowl game will be played on City Park's Pan American Stadium. Like the games that inspired the movement, the Clorox Toilet Bowl will be a casual, flag-football style game played by friends for the love of the game and in the spirit of tradition.

The game celebrates an American sports custom but will be anything but routine. A couple elements that go outside the norm of traditional Toilet Bowl games include Palmer's participation supporting both teams and the use of toilet paper for the "flags".

For more information on the Clorox Toilet Bowl or the Clorox Family of Toilet Products and to vote for the winner, visit **OdeToTheCommode.com**.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,300 employees and fiscal year 2010 revenues of \$5.53 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works® natural home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, Glad® bags and wraps and containers, and Burt's Bees® natural personal care products. The company's products are manufactured in more than two dozen countries and sold 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 \$80 million to nonprofit organizations, schools and colleges. In fiscal 2010 alone, the foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$8.8 million. For more information about Clorox, visit **www.TheCloroxCompany.com**.

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