



NEWS RELEASE

New Liquid-Plumr® Penetrex™ Gel Clears the Toughest Clogs in Seven Minutes

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OAKLAND, Calif., Sept. 15, 2010 - Clogged drains always seem to happen at the worst times, but many clogs are simply caused by the build up of hair. Power through hairy situations with new Liquid-Plumr® Penetrex™ Gel, a specially formulated clog remover that works in just seven minutes -- putting hair-raising fear into the toughest, hairiest clogs.

Penetrex™ Gel has two powerful liquids that activate on contact to help clear out fully clogged drains. The patented formula clings to clogs and pipe walls, ensuring maximum adhesion and penetration to power through hair, gunk, grease and soap scum. Safe for garbage disposals, septic systems and pipes, including PVC, plastic and copper, Penetrex™ Gel can fix a variety of clogged drains in the home, saving time and money to hire a professional.

Celebrate Big Hair with Facebook Big Locks Rock! Photo Contest

With Liquid-Plumr®, forget your fear of hair clogs and celebrate your big hair, long locks or outrageous 'do. Enter the Liquid-Plumr® Big Locks Rock! Photo Contest for a chance to win a trip for four to Los Angeles for A-list hair treatment by celebrity stylist Luke O'Connor of Lukaro Salon in Beverly Hills.

Entering is easy, just "like" Liquid-Plumr's® Facebook page - www.facebook.com/LiquidPlumr -- and submit a photo of your big hair - past or present - along with a photo caption (under 100 words) on how you powered through a hairy situation. A judging panel will select 20 finalists and the public will vote for the winner. Three runners-up will each receive \$1,000, and three other entrants can win prizes throughout the contest, like tickets to a "hair-banging" concert. Entries must be received by December 15, 2010. If you're not a member of Facebook, you can mail in your entry. For more contest details and official rules, visit www.LiquidPlumr.com.

"Big Locks Rock' is our anthem," said Jenny Chang, brand manager for Liquid-Plumr®. "Most clogs are caused by

hair. But when you've got the power of Liquid-Plumr, you can grow, tease and wash your 'do all you want without worrying about clearing the toughest, hairiest clogs."

Usage Tips For Best Results

Get rid of hairy, scummy, gunky clogs fast with new Penetrex™ Gel. For best results, follow three easy steps:

Pour - For clogged or slow drains (in which water collects and drains slowly), slowly pour the entire bottle down the drain. A deep-cleaning gel will fill the pipe.

Wait - For clogged drains, allow it to work for seven minutes. For slow drains, wait for the drain to clear.

Rinse - Flush with hot tap water and repeat if necessary.

Penetrex™ Gel comes in a 17-oz. bottle for a suggested retail price of \$3.92 and can be found at mass merchandisers and grocery chains, including Target®, Wal-Mart® and Lowe's®. For more information on Penetrex™ Gel and tips on keeping drains clear and clog-free, visit www.LiquidPlumr.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.