



NEWS RELEASE

The Clorox Company Unveils New Corporate Logo

9/29/2010

OAKLAND, Calif., Sept. 29, 2010 - The Clorox Company today launched a new corporate logo, marking the most dramatic change in its visual identity since 1957. Using an updated version of the company's iconic diamond mark, a brighter blue color and new accents of green, the logo better reflects the corporate brand today as it heads toward its centennial anniversary in 2013.

"Our new logo better communicates what The Clorox Company stands for today," said Clorox Chairman and CEO Don Knauss. "We've kept visual elements that reflect our heritage but we emphasized our forward-thinking mindset and objective to achieve strong growth, drive innovation and focus on sustainability."

Designed in-house, the new visual identity presents the company as modern and evolving, reflects the strength and direction of its brand portfolio, and underscores its commitment to sustainability and focus on natural products. The logo also utilizes "The Clorox Company" in its entirety as a way to distinguish the corporate identity from its flagship bleach brand.

Click here to download The Clorox Company's new logo. To see the evolution of The Clorox Company mark since 1914, visit **Clorox's Heritage Community**.

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® naturally derived 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. Nearly 90 percent of Clorox Company 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 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.

Media contact

Aileen Zerrudo

510.271.3075

aileen.zerrudo@clorox.com