

**THE CLOROX COMPANY INTRODUCES *GREEN WORKS*[™], A NEW BRAND OF
NATURAL CLEANING PRODUCTS**

Green Works[™] Product Line Helps Professionals Choose Powerful Cleaning... Naturally

OAKLAND, Calif., Jan. 15 – The Clorox Company announced the introduction of *Green Works*[™] cleaners, a breakthrough line of natural cleaning products that are as effective as conventional cleaners but made from plant-based ingredients and certified by the Environmental Protection Agency's Design for the Environment Program.

"*Green Works* cleaners are a breakthrough product from Clorox," said Don Knauss, chairman and CEO of The Clorox Company. "During the past several years, Clorox has been developing a formula that would clean better and possess higher levels of natural ingredients than other natural cleaning products on the market. We achieved this with the *Green Works* brand."

Green Works cleaners, part of the Clorox's Commercial Solutions[®] line, are made from ingredients derived from coconuts and lemon oil. The products are formulated to be biodegradable and non-allergenic. They are also packaged in bottles that can be recycled and are not tested on animals. The *Green Works* line includes five natural cleaning products for use in homes as well as in professional settings like restaurants, hotels, childcare centers:

- *Green Works*[™] Natural All-Purpose Spray Cleaner
- *Green Works*[™] Natural Glass & Surface Cleaner
- *Green Works*[™] Natural Toilet Bowl Cleaner
- *Green Works*[™] Natural All-Purpose Dilutable Cleaner
- *Green Works*[™] Natural Bathroom Cleaner

In lab testing, all *Green Works* products performed as well as, or better than, leading conventional cleaners. *Green Works* cleaners' powerful cleaning performance is important for businesses where clean environments are critical for success.

As the first consumer-branded company to offer natural cleaning products in ready-to-use and dilutable solutions to the professional marketplace, Clorox provides effective cleaning power with the ease and convenience professionals have come to expect. *Green Works* products will help move natural cleaning into the mainstream.

"Our customers expressed the desire to use more natural cleaners in their respective businesses, but were reluctant because of concerns that many natural cleaners do not perform as well as traditional ones," said Jennifer Case, New Business Development Manager, Clorox Professional Products Division. "With *Green Works* products, professionals now have a natural, effective cleaning choice from a name they can trust for quality clean."

As green cleaning continues to gain momentum in the commercial market, so has the need to ensure that product quality and performance are not compromised. *Green Works* is certified by the Environmental Protection Agency's Design for the Environment (DfE) Program to make safer products for consumers and the environment. DfE recognition means that the product uses the safest possible ingredients that also ensure the product performs well. For more information on the program, visit www.epa.gov/dfe.

***Green Works* and the Sierra Club**

Green Works products are also the first line of natural cleaners developed by a major consumer products company. To commemorate this launch, Clorox announced a strategic alliance with the Sierra Club. As part of this effort, *Green Works* product labeling will feature the Sierra Club's logo beginning in April – just in time for Earth Day – marking the brand's commitment to supporting the oldest and largest grassroots environmental organization in the United States.

(more)

“One of the Sierra Club’s primary goals is to foster vibrant, healthy communities with clean water and air that are free from pollution,” said Sierra Club executive director Carl Pope. “Products like *Green Works* cleaners help to achieve this goal. We’re looking forward to working with Clorox and the *Green Works* team to promote a line of natural cleaning products for consumers and professionals who are on a journey towards a greener lifestyle and greener work spaces.”

“Our partnership with the Sierra Club is significant for the *Green Works* brand but also for The Clorox Company as we continue the focus on our sustainability efforts,” said Knauss. “Industry plays an important role in environmental conservation. We are looking forward to working with the Sierra Club so that we can continue to be part of the solution.”

Green Works natural cleaning products will be available starting January 2008. They can be purchased by contacting an authorized Clorox distributor. Visit www.cloroxprofessional.com or call (888) 797-7225 for more information.

The Sierra Club

Founded in 1892 by John Muir, the Sierra Club is the oldest, largest and most influential grassroots environmental organization in the U.S. With more than 1.3 million members and supporters, the Sierra Club works to protect the health of our environment and preserve our remaining wild places through grassroots activism, public education, lobbying and litigation. For more information, visit www.sierraclub.org.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of \$4.8 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 litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 7,800 employees worldwide, the company manufactures products in more than two dozen countries and markets them 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 \$69.7 million to nonprofit organizations, schools and colleges. In fiscal 2007 alone, the foundation awarded \$3.4 million in cash grants, and Clorox made product donations valued at \$5.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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