



NEWS RELEASE

# Brita Makes Splash By Partnering with Stephen Curry

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REIGNING MVP SIGNS MULTI-YEAR  
DEAL WITH BRITA® WATER  
FILTRATION BRAND

OAKLAND, Calif. (Dec. 17, 2015) - A 2013 study in the Journal of Pediatrics showed 80 percent of the food endorsed by athletes was "energy dense and nutrient poor," while 93 percent of beverages endorsed got 100 percent of their calories from added sugar. Now, one of the biggest names in sports is bucking that trend.

That athlete? Who other than reigning basketball MVP Stephen Curry?

Brita and Stephen Curry announced today that Curry has signed a three-year deal with Brita to endorse the brand's water filtration products and the benefits of water in general. The newest ambassador for Brita, Curry will be featured in national television advertisements and digital, public relations and social media campaigns.

"Drinking water is essential to a healthy lifestyle," said Curry. "Water is my drink. I like that Brita makes tap water taste good, so you don't need to spend money or waste plastic with bottled water."

The campaign, which will launch in January, will feature national television spots likely to start airing in March.

"This is an important day for Brita, but also for everyone who has worked so hard to get more Americans to pick water," said Ed Huber, general manager of the Brita brand. "Stephen Curry is a role model to millions of children and adults around the world. By deciding to work with Brita - and make no mistake, Stephen Curry could endorse

any beverage he wants -he's sending a powerful message that clean, clear water is the right choice for everyone in America."

The partnership with Stephen Curry is just one part of Brita's ongoing efforts to get people to pick water. In addition to working with the reigning MVP, Brita is a founding supporter of Drink Up, an effort from the Partnership for a Healthier America and its honorary chairwoman First Lady Michelle Obama to encourage people to drink more water more often.

"It's hard to over-estimate the importance of deals like this," said Drew Nannis, chief marketing officer at the Partnership for a Healthier America. "When we launched Drink Up, this was the vision. We hoped to help encourage trend-setting celebrities, consumer brands and others to work together to encourage people to pick water more often. Stephen Curry teaming up with Brita is absolutely going to make a difference in our efforts."

## About Brita

Brita® water-filtration products are marketed in the Americas by The Clorox Company. The brand makes filtering pitchers, bottles and dispensers that let people get great-tasting water from any tap. The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

## About Stephen Curry

The 2015 NBA MVP, Stephen Curry is the starting point guard for the 2015 NBA Champions Golden State Warriors. Curry, who is a two-time NBA All-Star, holds the NBA record for the most 3-pointers in a season and in back-to-back seasons. Curry is the only player in NBA history with at least 250 threes and 500 assists in consecutive seasons. Community and charity-minded, Curry serves as the national spokesperson for ThanksUSA and works closely with the United Nations Foundation's Nothing But Nets campaign, providing life-saving bed nets in Africa. Follow Curry on social media: Instagram (@stephencurry30), Twitter (@StephenCurry30), and Facebook (<https://www.facebook.com/StephenCurryOfficial/>)