



NEWS RELEASE

Brita Teams Up With Water Specialists To Seek Out Solutions To Global Safe Water Access

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650 Million People Worldwide Lack Access To Safe Drinking Water; Brita Sponsors Team to Pitch XPRIZE Concept To Eliminate Water Insecurity

OAKLAND, Calif., Sept. 28, 2016 /PRNewswire/ -- It's a fact that can seem shocking to the average American. Worldwide, more than 650 million people – double the population of the United States – lack access to safe drinking water. Now, a team of specialists sponsored by Brita is setting out to design a potential XPRIZE that can solve that problem.

Brita, America's leading water filtration brand, is sponsoring a team at the XPRIZE Visioneers 2016 Summit, presented by The Roddenberry Foundation. The Brita sponsored team's challenge is focused on extending access to safe drinking water and ensuring people around the globe have information about the safety of their water supply. The challenge devised by the group also aims to help address economic challenges for low-income families when they are not able to use tap water. The Brita team, led by William Sarni, managing director and practice leader, water strategy, Deloitte Consulting LLP, includes one Brita research and development team member and other diverse specialists.

"By activating the wisdom of the crowd through incentive competitions such as XPRIZE, our team seeks to help solve the issue of safe drinking water, a problem that continues to persist, particularly in the developing world," said Sarni. "I'm honored to lead this Brita-sponsored team to enable us to democratize access to safe drinking water and real-time water quality and quantity data."

The Summit, which begins tomorrow, will bring together nine international teams that have been selected to design potential XPRIZE competitions that aim to solve some of the world's biggest challenges in the areas of: water, cancer, ALS, empathy, nutrition, and housing.

XPRIZE is a nonprofit that designs and implements innovative competition models to solve the world's grandest challenges. At the Visioneers 2016 Summit, the nine teams will present ideas for the next XPRIZE challenge to a group of 200 evaluators, including prominent CEOs, government leaders, innovators, philanthropists, and entrepreneurs. Collectively, this group will determine which concept or concepts become the next global XPRIZE competition.

"It's unfathomable for many Americans to think about a world where you can't just turn a handle and get clean, safe drinking water," said Ed Huber, general manager of Brita. "Access to good water needs to be a fundamental human right and as a company that makes its living providing great tasting water to people in North America, we are excited to play our part in trying to make water insecurity a thing of the past, throughout the world."

The XPRIZE Visioneers 2016 Summit will take place September 29 through October 2 in Los Angeles.

About Brita

Brita® markets a variety of products, including water pitchers, faucet filters and bottles, that make it easy to get healthier, great tasting water from any tap. Brita products are marketed by The Clorox Company. The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion. For more information, visit www.brita.com.

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