



NEWS RELEASE

# CLOROX SIGNS MULTIYEAR PARTNERSHIP WITH SOCCER UNITED MARKETING

2/27/2014

DEAL INCLUDES SUPPORT  
OF U.S. MEN'S AND  
WOMEN'S, MEXICAN  
MEN'S NATIONAL TEAM

OAKLAND, Calif., Feb. 27, 2014 - The Clorox Company has reached an agreement with Soccer United Marketing (SUM), the commercial arm of Major League Soccer, making it an official partner of the U.S. Soccer Federation and the Federación Mexicana de Fútbol (FMF - also known as the Mexican National Team). Under the terms of the agreement with SUM, Clorox will support the U.S. Men's and Women's National Teams through sales and marketing efforts highlighting the company's Clorox®, Kingsford®, Hidden Valley® and Glad® brands. It will support the Mexican Men's Team in the United States through similar efforts involving the Clorox®, Kingsford® and Glad® brands.

"Our company's affiliation with the sport of soccer is a natural fit for us because we share a strong appeal among families," said Benno Dorer, executive vice president and chief operating officer - Cleaning, International and Corporate Strategy. "With soccer's legions of followers from around the world -myself included - we hope this partnership will enable us to build awareness of our brands with the sport's hugely loyal, enthusiastic and diverse fan base."

The partnership involves sales and marketing efforts such as print, radio and online communications along with in-store support from major retailers. Activities under way this year include TV ads for Kingsford® charcoal and Glad®

trash bags; custom packaging; a consumer sweepstakes for a chance to win up to \$25,000; and in-store ads, coupon offers and messaging at point of sale.

"Ahead of this year's events in Brazil, there has never been a better time to align with the sport of soccer," said David Wright, senior vice president of global sponsorship for Soccer United Marketing. "We're excited that the family of Clorox products is now a member of our soccer family."

#### The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2013 revenues of \$5.6 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2013, The Clorox Company Foundation awarded about \$4 million in cash grants, and Clorox made product donations valued at nearly \$15 million. For more information, visit

**[TheCloroxCompany.com](http://TheCloroxCompany.com)**.

#### Contacts:

David Kellis

The Clorox Company

510-271-2252

Sean Dennison

SUM Communications

212-450-1223