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Clorox Selects FCB and mcgarrybowen/Dentsu Aegis Network as Agencies of Record

Agency Partners to Further Company's Digital Transformation

OAKLAND, CA -- (Marketwired) -- 04/27/16 -- The Clorox Company (NYSE: CLX) today announced the selection of FCB and mcgarrybowen/Dentsu Aegis Network as the lead creative agencies to represent Clorox's portfolio of businesses. Both agencies have demonstrated strong creative talent, digital marketing prowess, multi-discipline integration, communications planning, and seamless access to outstanding capabilities across their networks.

The agency selections are a part of the company's strategic focus on accelerating profitable growth by transforming its brand marketing through digital technology -- which addresses the unprecedented connectivity of today's consumers at various touch-points along their journey to purchase. This digital transformation is critical to powering the company's brands to drive category expansion, market share leadership and profitable sales growth.

"This is a time of tremendous change and enormous digital opportunity," said Eric Reynolds, Chief Marketing Officer, The Clorox Company. "We are delighted to have the opportunity to collaborate with FCB and mcgarrybowen/Dentsu Aegis Network as our two agencies of record. Both agencies have a rich history of building brands that consumers love, developing big ideas and campaigns with coherence across today's complex communications channels."

FCB's San Francisco and Chicago offices will work on the global marketing campaigns of Clorox[®] branded cleaning and laundry products as well as other home care brands, including Pine-Sol[®] cleaners, Poett[®] home care products and Liquid Plumr[®] clog removers. The assignment also includes Glad[®] trash and food protection products globally. FCB, a well-established global agency with deep competencies across all the marketing disciplines, was selected based on its robust digital marketing capabilities, creative strength, analytics capabilities and strong leadership team.

mcgarrybowen/Dentsu Aegis will handle the Burt's Bees[®] business as well as the Hidden Valley[®], KC Masterpiece[®], Brita[®], Kingsford[®] and Fresh Step[®] & Scoop Away[®] brands. mcgarrybowen/Dentsu Aegis Network is an agency with deep credentials in consumer packaged goods, and was chosen for its strong track record in building cultural relevance for iconic brands via a "digital-first" marketing mentality.

FCB and mcgarrybowen/Dentsu Aegis Network will start officially for the company in July of this year.

"Clorox Marketing's mission is to be the growth engine for our business," Reynolds continued. "Our new agency partners will play an important role in the company's continued transformation into a brand-building powerhouse in a digital world."

The Clorox Company

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.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company has been broadly recognized for its corporate responsibility (CR) efforts, including, most recently, two U.S. EPA Climate Leadership Awards for Excellence and inclusion among the top 40 companies on the 2015 Newsweek Green Rankings and CR Magazine's 100 Best Corporate Citizens 2016 list. The Clorox Company and The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past fiscal year. For more information, visit TheCloroxCompany.com, the CR Matters Blog and follow the company on Twitter at @CloroxCo.

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