



NEWS RELEASE

Clorox Introduces First-Ever Clorox® Bleach Pen

8/11/2003

NEW CLOROX® BLEACH PEN GEL
GETS TO THE POINT ON STAIN
FIGHTING

OAKLAND, Calif., Aug. 11, 2003 — The Clorox Company today introduced a totally new addition to its line of bleach products. It doesn't come in a bottle. It doesn't come in a jug. It's the first-ever bleach in a pen.

The new Clorox® Bleach Pen Gel is a pen-like tool filled with an all-new gel form of bleach that "writes" out stains in the laundry and around the house. With its dual-tipped applicator — a narrow point for precise stain removal and a broader scrubber tip for larger tasks — Clorox Bleach Pen Gel targets the power of bleach exactly where you want it.

"It really is amazing," said Rhonda Lesinski, Clorox brand manager. "The pen is a savior in the laundry room — where it allows you to pinpoint stains on whites with stripes, florals or patterns — and a warrior in the kitchen and bathroom as well."

The Clorox Bleach Pen works on grout and mildew stains. It also can be used on caulking, tiles, porcelain and a variety of other household surfaces.

In addition to the multiple uses parents will find for Clorox Bleach Pen Gel, it's also likely to hold appeal for the "design it yourself" (DIY) side of the family, where writing initials on jeans to creating designs on tee-shirts rates higher on the charts than laundry or cleaning. Customizing a design with the pen is as easy as write, wait (about 10

minutes, depending on how dark the fabric is) rinse and wear.

Clorox Bleach Pen Gel will be available nationwide, beginning September 2003, in grocery and mass-merchandise retail stores like Wal-Mart, Target and Kmart. Clorox Bleach Pen Gel is sold in a 2 oz. package with a suggested retail price of \$2.99.

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2002 revenues of \$4.0 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 litters, Kingsford® charcoal briquets, Hidden Valley® and K C Masterpiece® dressings and sauces, and Glad® bags, wraps and containers. With 9,500 employees worldwide, the company manufactures products in 25 countries and markets them in more than 100 countries. Founded in 1980, The Clorox Company Foundation has awarded grants totaling more than \$51 million to nonprofit organizations, schools and colleges, and in 2001-2002 made product donations valued at nearly \$5 million. For more information about Clorox, visit the company's Web site at www.thecloroxcompany.com.