



NEWS RELEASE

# Clorox Ranks No. 12 Among Top 100 Most Reputable US Companies

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OAKLAND, Calif., May 26, 2015 - The Clorox Company (NYSE:CLX) has been named among the 100 most reputable companies in the U.S., according to the Reputation Institute's 2015 US RepTrak® 100. The annual survey measures public perceptions of corporate reputations based on seven dimensions: innovation, leadership, governance, citizenship, workplace, performance, and products and services.

"Clorox has a strong foundation of leadership and innovation that has benefited our consumers, customers, shareholders and the communities where we operate throughout our 102-year history, and in recent years we've made significant progress through our focus on the integration of financial, environmental, social and governance performance," said Clorox CEO Benno Dorer. "This recognition is important validation of our business approach that focuses on accelerating profitable growth the right way and communicating that message effectively with our stakeholders."

The ranking follows other positive external recognitions in 2015. For the fifth year in a row, Clorox was named among Corporate Responsibility Magazine's 100 Best Corporate Citizens List. In February, the company received two Climate Leadership Awards for Excellence in Greenhouse Gas Management from the U.S. Environmental Protection Agency. And in late April, Clorox was presented with the Green to Gold Award by Duquesne University's School of Business Administration for excellence across social, environmental and economic performance indicators.

"Companies with strong reputations are 15 times more likely to attract better talent, and they reap significant financial benefits, too," said Brad Hecht, chief research officer at Reputation Institute. "The most reputable

companies see a stock performance that is two times better than the overall market, and they benefit from a 6.5 percent increase in recommendations every time they improve their RepTrak® score by five points."

This is the first year that The Clorox Company has been included in the survey, following a methodology change. Other U.S. companies named in the study include, in order of rank: Amazon.com, Kellogg Company, The LEGO Group, Fruit of the Loom, Campbell Soup Company, Levi Strauss & Co., Snap-on, Hershey Company, Panera Bread, Briggs & Stratton Corp. and UPS. The complete list of US RepTrak® 100 companies can be found online at <http://www.reputationinstitute.com/research/RepTrak?in?Country/US?RepTrak?100>.

Reputation Institute and the 2015 US RepTrak® 100

Reputation Institute (RI) is a leading consulting and advisory firm for reputation. For the 2015 US RepTrak® 100 study, RI conducted more than 50,000 interviews with the U.S. public in the first quarter of 2015. According to RI, the RepTrak model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies. Learn more at:

<http://www.reputationinstitute.com/>

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2014 sales of \$5.5 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® and KC Masterpiece® 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®, HealthLink®, Aplicare® and Dispatch® infection control products for the healthcare industry. More than 80 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 2014, The Clorox Company and The Clorox Company Foundation contributed more than \$16 million in combined cash grants, product donations, cause marketing and employee volunteerism. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), the [CR Matters Blog](#) and follow the company on Twitter at [@CloroxCo](#).

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