



NEWS RELEASE

Clorox® Takes the Hassle Off Cleaning with The King of Hassle-Free Living, David Hasselhoff

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#HASSLEOFFDAY TO SURPRISE
NEW YORKERS WITH HOME
CLEANINGS BY THE HOFF AND
HOMEJOY™ TO INTRODUCE NEW
CLOROX CONVENIENCE PRODUCTS

OAKLAND, Calif., March 16, 2015 - Life is busy and cleaning can sometimes be a hassle. That's why Clorox is introducing three new cleaning innovations that make scrubbing, cleaning and dusting easier and faster without sacrificing the real clean expected from Clorox. To announce these new convenient cleaners, Clorox® ScrubSingles™, Clorox® Pump 'N Clean™ and Clorox® Triple Action Dust Wipes, Clorox enlisted David Hasselhoff, the king of hassle-free living, to help tackle everyday cleaning challenges. After all, there are no hassles when you clean like "The Hoff."

Clorox, David Hasselhoff and Homejoy, a platform that connects customers with cleaning professionals, will bring New Yorkers a "Hoff-er" too good to refuse with #HassleOffDay. New Yorkers who sign up for a Homejoy cleaning service during the month of March are eligible for a chance to have their home cleaned by The Hoff with the new Clorox products and Homejoy's professional cleaners. Residents must sign up before March 18, 2015. Entry instructions for NYC residents are listed at www.Homejoy.com.

"The Hoff is always ready for heroic action, but when it comes to cleaning, I leave it to the real experts," said David

Hasselhoff. "I'm excited to help Clorox and Homejoy during #HassleOffDay to give people a chance to experience hassle-free cleaning with me!"

"At Homejoy, we're dedicated to making people's lives easier, and giving them more time to enjoy life," said Bastian Purrer, Head of Growth, Homejoy. "With Clorox and The Hoff, we're excited to give a few lucky homes in our New York community a real surprise and shine!"

Hasselhoff also participated in a series of Vine videos and Pinterest how-to guides that educate how to clean without the hassle of traditional cleaners. Consumers nationally also have a chance to win a hassle-free clean of their own by sharing this Vine content. Share online between March 16 and April 26, 2015 for a chance to win a Homejoy cleaning service and a selection of Clorox's new products. Details can be found at www.clorox.com/HassleOff.

Real Cleaning. For Your Real Life.

There are thousands of innovations that help make daily life more manageable, so why not cleaning products too? More than half of cleaning occasions happen in less than 10 minutes during the "cracks" of the day between work, school and events. The new products from Clorox were designed with a busy consumer's life in mind, providing convenient and effective cleaning all in a simple swipe, pump or scrub. Innovations include:

- Clorox® Triple Action Dust Wipes can grab and hold onto an entire room's worth of dust, hair and allergens* with just one wipe using its unique interlocking weave with strong clinging power. The dry, non-abrasive wipes are safe to use throughout your home on electronics, furniture, floors, baseboards, blinds and more.
- Clorox® Pump 'N Clean™ for Kitchen and Bathroom let you quickly clean up messes on common household surfaces with its one-handed pump system. Available in two versions, Clorox® Pump 'N Clean™ kitchen & dish cleaner is a food-safe+ pump cleaner with no harsh chemical residues so you can quickly clean up messes and spills while cooking, and Clorox® Pump 'N Clean™ bathroom & multi-purpose cleaner is always within reach to clean and freshen so you can stay on top of messes in the bathroom and around the house.
- Clorox® ScrubSingles™ for Kitchen and Bathroom are flexible, disposable pads preloaded with Clorox cleaner that tackle tough messes in hard-to-reach places like corners and stove burners. Clorox® ScrubSingles™ are available in two versions, a kitchen pad formulated to power through grease, and a bathroom pad that cleans soap scum. Just wet, scrub and toss!

"We know multitasking is a way of life for many people as they work to manage the multitude of tasks and responsibilities on their plates," said Dana Ginsburg, Associate Marketing Director, The Clorox Company. "Clorox's innovations help people tackle messes in an easy way so people they don't have to break the flow of their day for the real clean they expect."

The new products launched in January and are available nationwide. Check www.Clorox.com for local store offerings.

*pet dander, dust mite matter and pest matter

+Do not use to clean up after raw meat or fish.

About 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, the [CR Matters Blog](#) and follow the company on Twitter [@CloroxCo](#).

About Homejoy

Based in San Francisco, Homejoy is an online platform that connects customers with screened, background-checked and certified home service professionals in just a few clicks. Founded in July 2012 by brother/sister duo Aaron and Adora Cheung, Homejoy is a graduate of the Y Combinator incubator and funded by investors including Google Ventures, Redpoint Ventures, Max Levchin, First Round Capital, and Resolute Ventures. Homejoy currently operates in 30 markets in the United States and Europe. For more information, visit www.homejoy.com.

#HassleOffDay Sweepstakes Abbreviated Rules

NO PURCHASE NECESSARY. Ends 3/18/15. To enter and for Official Rules, visit www.homejoy.com/terms/us/en.

Twitter Sweepstakes Abbreviated Rules

NO PURCHASE NECESSARY. Ends 4/26/15. To enter and for Official Rules, visit www.clorox.com/HassleOff.

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