



NEWS RELEASE

Clorox and Google Expand Strategic Relationship

8/6/2015

OAKLAND, CA -- (Marketwired) -- 08/06/15 -- The Clorox Company (NYSE: CLX) is deepening its relationship with Google to advance Clorox's marketing innovation, enhance consumer insights and develop more robust digital measurement.

"Reaching today's always-connected consumers with the right message at the right time has never been more important," said Clorox CEO Benno Dorer. "Google's leadership in digital technologies and advertising platforms in display, mobile, search and video will fuel our ability to respond to consumers in a faster, more personalized way from the point of product consideration through the purchase."

This step supports the central aspect of Clorox's 2020 Strategy, which is to drive profitable growth. By accelerating technology transformation across the company's demand-creation model of Desire (pre-purchase), Decide (point-of-purchase) and Delight (post-purchase), Clorox is addressing the shift in how today's consumers shop and buy products and how marketers must engage with them.

By stepping up its investment behind Google platforms, Clorox is making Google its largest and most efficient digital media partner. As consumers have turned to digital media across different devices, digital marketing communications have been an increasing focus of the company. Clorox and Google's teams will work together to refine Clorox's targeting, measurement and activation capabilities including the use of Google's automation tools that allow Clorox to purchase media programmatically* in a real-time bidding environment.

"The consumer journey online and across screens continues to evolve, and it's exciting to see Clorox accelerating their approach to reaching consumers with the right message at the right moments," said Brian McDevitt, Industry Director, Home & Personal Care, Google. "We're thrilled to continue working closely with the company to connect

with consumers in more meaningful and measureable ways."

"The evolution of technology and data have transformed consumer marketing," Dorer said. "We're excited to tap Google's thought leadership, leading edge technologies and Silicon Valley proximity to drive our digital success forward for all Clorox brands."

**Programmatic media is the industry term for an advanced way of buying media that allows for automated, real-time bidding on digital advertising impressions made available on ad exchanges using customized characteristics to reach target consumers.*

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 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; 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.

The company also has been recognized for its corporate responsibility efforts with two Climate Leadership Awards for Excellence from the U.S. Environmental Protection Agency and inclusion on the 2015 Newsweek Green Rankings and Corporate Responsibility magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed to nonprofit and education organizations through cash grants, product donations, cause marketing and employee volunteerism in fiscal year 2015. For more information, visit **TheCloroxCompany.com**, the **CR Matters Blog** and follow the company on Twitter at **@CloroxCo**.

CLX-C

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and such forward-looking statements involve risks and uncertainties. Except for historical information, matters discussed above, including statements about future volume, sales, foreign currencies, costs, cost savings, margin, earnings, earnings per share, diluted earnings per share, foreign currency exchange rates, cash flows, plans, objectives, expectations, growth, or

profitability, are forward-looking statements based on management's estimates, assumptions and projections. Words such as "could," "may," "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," and variations on such words, and similar expressions that reflect our current views with respect to future events and financial performance, are intended to identify such forward-looking statements. These forward-looking statements are only predictions, subject to risks and uncertainties, and actual results could differ materially from those discussed above. Important factors that could affect performance and cause results to differ materially from management's expectations are described in the sections entitled "Risk Factors" in the company's Annual Report on Form 10-K for the fiscal year ended June 30, 2014, and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Exhibit 99.2 of the Company's Current Report on Form 8-K filed on December 4, 2014, as updated from time to time in the company's SEC filings. These factors include, but are not limited to: risks related to international operations, including political instability; government-imposed price controls or other regulations; foreign currency exchange rate controls, including periodic changes in such controls, fluctuations and devaluations; labor unrest and inflationary pressures, particularly in Argentina and other challenging markets; risks related to the possibility of nationalization, expropriation of assets, or other government action in foreign jurisdictions; risks related to the Company's discontinuation of operations in Venezuela; intense competition in the company's markets; changes in the company's leadership; worldwide, regional and local economic conditions and financial market volatility; volatility and increases in commodity costs such as resin, sodium hypochlorite and agricultural commodities and increases in energy, transportation or other costs; the ability of the company to drive sales growth, increase price and market share, grow its product categories and achieve favorable product and geographic mix; dependence on key customers and risks related to customer consolidation and ordering patterns; costs resulting from government regulations; the ability of the company to successfully manage global political, legal, tax and regulatory risks, including changes in regulatory or administrative activity; supply disruptions and other risks inherent in reliance on a limited base of suppliers; the ability of the company to implement and generate anticipated cost savings and efficiencies; the success of the company's business strategies; the impact of product liability claims, labor claims and other legal proceedings, including in foreign jurisdictions and the company's litigation related to its discontinued operations in Brazil; the ability of the company to develop and introduce commercially successful products; risks relating to acquisitions, new ventures and divestitures and associated costs, including the potential for asset impairment charges, related to, among others, intangible assets and goodwill; risks related to reliance on information technology systems, including potential security breaches, cyber attacks or privacy breaches that result in the unauthorized disclosure of consumer, customer, employee or company information, or service interruptions; the company's ability to attract and retain key personnel; the company's ability to maintain its business reputation and the reputation of its brands; environmental matters including costs associated with the remediation of past contamination and the handling and/or transportation of hazardous substances; the impact of natural disasters, terrorism and other events beyond the company's control; the company's ability to maximize, assert and defend its intellectual property rights; any infringement or claimed infringement by the company of third-party intellectual property rights; the effect of the company's indebtedness

and credit rating on its operations and financial results; the company's ability to maintain an effective system of internal controls; uncertainties relating to tax positions, tax disputes and changes in the company's tax rate; the accuracy of the company's estimates and assumptions on which its financial statement projections are based; the company's ability to pay and declare dividends or repurchase its stock in the future; and the impacts of potential stockholder activism.

The company's forward-looking statements in this press release are based on management's current views and assumptions regarding future events and speak only as of their dates. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by the federal securities laws.

Source: The Clorox Company

News Provided by Acquire Media