



NEWS RELEASE

Clorox® and Sickweather Partner to Wipe Out FluFOMO

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Fear of Missing Out Because of the Flu (FluFOMO) Is More Preventable Than Ever

OAKLAND, Calif., Nov. 17, 2016 /PRNewswire/ -- Nearly fifty percent of physicians believe that fewer parents will choose to vaccinate their children against the flu this year in light of the CDC's announcement[1] regarding FluMist, according to a recent survey of physicians. The findings signal a potential rise in what Clorox calls FluFOMO – fear of missing out because of the flu. Other findings from the survey include:

- 49% of respondents believe that fewer parents will choose to vaccinate their children this year in light of the CDC's announcement[2] regarding FluMist.
- 81% of physicians surveyed think that people skip the flu shot because they believe that it causes the flu.
- 45% of physicians think that people skip the shot because they don't like the pain associated with it.

To help you navigate the cold and flu season and avoid missing out on things because of illness, Clorox® partnered with Sickweather, a real-time, crowd-sourced illness map of sickness and symptoms. Through this partnership, people can use Sickweather to find out where flu and FluFOMO are so they can take the appropriate prevention measures, whether at the office, your kids' schools or the gym. You can also report your illness to inform others in your area about what's going around.

With Thanksgiving travel rapidly approaching, now is a great time to download the app to stay informed. Clorox has also released the 10 "sickest" travel hubs powered by Sickweather data. If you are passing through New York City, Los Angeles or Chicago, remember to bring Clorox® Disinfecting Wipes On The Go. Get the full list and see what's going around at <https://www.clorox.com/spincycle/10-sickest-transportation-hubs-for-thanksgiving-travelers/>.

To track and report illnesses like FluFOMO, join Sickweather Groups. If family, friends or co-workers report illness within your Groups, click the Sympathy Button to share get-well wishes and coming soon, an offer for Clorox

disinfecting products.

"Part of Sickweather's value is in making people aware of the illnesses that are spreading around them," said Graham Dodge, Chief Executive Officer, Sickweather. "Our partnership with Clorox couples that awareness with action by enabling users to send offers for Clorox products through the Sympathy Button, a feature we are excited to release soon. Share Sympathy, help stop the spread. It's that simple."

"This time of year is one of the busiest and no one has time to be down and out because of the flu," said Stacy Stokes, Associate Brand Director, The Clorox Company. "We've all missed something because we were sick and it makes you feel worse, so we partnered with Sickweather to help keep people healthy during cold and flu season."

Wipe out Germs, Not Your Plans

Clorox and Sickweather are two of the tools you can use in the fight against the flu virus. The first line of prevention is a flu shot, which the CDC recommends for everyone aged 6 months and older.[3] Nearly three quarters (72%) of physicians surveyed also recommend taking additional preventative measures to prevent the spread of flu. One common step is regularly disinfecting frequently-touched surfaces. Clorox Disinfecting Wipes are an EPA-registered disinfectant that kill 99.9% of germs including viruses that cause colds and flu[4] and also kill Staph, E. Coli, Salmonella and Strep.

"There are a lot of simple behaviors we can all adopt on a daily basis to help stop the spread of colds and flu," said Dr. Tanya Altmann, pediatrician, best-selling author and founder of Calabasas Pediatrics. "I always remind people to wash hands frequently, follow good health guidelines for eating, exercising and sleeping, and use a disinfectant approved to kill cold & flu viruses[5], like Clorox Disinfecting Wipes, to wipe down the surfaces we touch most frequently, including doorknobs, light switches, faucets and toys."

Soon, **www.Clorox.com** will be the one-stop cold and flu season resource you need to help keep a healthy home. While there, you will be able to check the Cold & Flu Tracker powered by Sickweather to find out how severe the flu season is in your area and access the Clorox Stock-Up Calculator to see how to best prepare to help fight the spread of germs and FluFOMO in your own home using Clorox products.

Visit the iTunes App Store and the Google Play Store to download the free Sickweather app and visit **www.Clorox.com** for more information.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 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; Burt's Bees® natural personal care products; and Renew Life® digestive health 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 also has been broadly recognized for its corporate responsibility efforts, most notably receiving two Climate Leadership Awards for Excellence in 2015 and a Safer Choice Partner of the Year Award in 2016 from the U.S. Environmental Protection Agency as well as being named to CR Magazine's 2016 Best Corporate Citizens list and included in the 2016 Newsweek Green Rankings. The Clorox Company and its foundations contributed nearly \$17 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past year. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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About Sickweather

Sickweather is the world's first real-time map of sickness and the largest crowdsourcing community of its kind – processing millions of illness reports each month. The company has received numerous awards and been recognized for accurately forecasting outbreaks up to 15 weeks in advance. Sickweather is committed to providing consumers and businesses the most accurate, predictive and meaningful sickness forecasts in the world – for reducing healthcare costs and saving lives. For more information, please visit www.sickweather.com

[1] http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w

[2] http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w

[3] <http://www.cdc.gov/flu/protect/keyfacts.htm>

[4] Rhinovirus and Influenza A2

[5] Staphylococcus aureus, Salmonella enterica, Escherichia coli O157:H7 and Influenza A virus

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