

1 0 0 Y E A R S 1 0 0 0 R E A S O N S



Over a 100-year span, The Clorox Company has evolved from a single-product manufacturer into a multinational powerhouse with leading household brands. Here's a quick blast from the past with fun facts about our company and product lines:

How It All Began: On May 3, 1913, five California entrepreneurs invested \$100 each to create America's first commercial liquid bleach factory, the Electro Alkaline Company. Using brine from the salt ponds of San Francisco Bay and an electrical current, our famous bleach product was born in Oakland, Calif., where the company remains headquartered to this day.

Early Adopters: The first gallon size of Clorox® regular bleach was sold to businesses like breweries, walnut bleachers and municipal water systems.

Spouses Save Company: The early company was near collapse when investors Bill and Annie Murray came to the rescue. Bill became the company's first general manager, streamlining operations and arranging financing. Annie, who ran the couple's thriving Oakland grocery store, had the brilliant idea to market Clorox liquid bleach to homemakers. She gave away free samples in 15-ounce amber glass "pint" bottles and talked up the product's benefits as a "bleacher, germicide, cleanser and disinfectant."

Giving Back: We made our first-recorded charitable donation to a national youth organization in 1921. In 1980 we formalized our efforts, establishing The Clorox Company Foundation. We've since awarded \$87 million in grants to nonprofits and in fiscal year 2012 alone, donated \$15 million in products used primarily for disaster relief.

Taking Stock: We went public for the first time in 1928 as the Clorox Chemical Company, issuing 200,000 shares of common stock traded on the San Francisco Stock Exchange.

Model Start: In the 1920s, auto maker Henry Ford developed Kingsford® charcoal by turning wood scraps from the production of his Model T's into charcoal briquets. Clorox acquired The Kingsford Company in 1973.

On The Front Lines: Clorox bleach was quite the soldier during World War II. It was used to disinfect wounds, neutralize enemy gases and purify water.

Out-Of-This-World: The Apollo 11 space capsule was disinfected with bleach upon its return to Earth.

Something to Buzz About: Burt's Bees Inc., acquired by The Clorox Company in 2007, got its start nearly 30 years ago crafting beeswax candles from the by-products of cofounder Burt Shavitz's honey business. Today, Burt's Bees is a leader in natural personal care.

A Hidden Gem: Back in the 1950s, there really was a Hidden Valley Guest Ranch in California where owners Ken and Gayle Henson really did serve the buttermilk-based dressing made from their kitchen. We later caught wind of this delicious find and acquired Hidden Valley® ranch salad dressings in 1972.

Perseverance Pays: For two young scientists formulating the "ultimate" cleaner, it wasn't their first or even their 401st try that led to perfection, it was their 409th. We're sure glad they didn't give up – Formula 409, which we acquired in 1970, tackles tough household messes head-on.

Not Your Garden Variety: In a small German town an entrepreneur set out to improve tap water, beginning production on his product under a pear tree in his family's garden. We expanded our U.S. portfolio in the 1980's to include the Brita® brand, today a market leader in home water filtration.

The Real Deal: What started as a passion led one Kansas City-based physician in the 1980s to create a masterpiece, KC Masterpiece® barbecue sauce, that is. Acquired by our company in 1986, it remains a fan favorite for both barbecue aficionados and grill masters alike.

Passion for Pine: Sixty years after a chemist created Pine-Sol® brand cleaner, we acquired the product in 1990 and set about innovating the formula. Also celebrating an anniversary is the Pine-Sol Lady, stand-up comedian and actress Diane Amos, who this year marks 20 years as the brand's spokesperson.

A New Millennium: The Clorox Company leapt onto the Fortune 500 list of top U.S. companies in 2000, boosted by a merger with First Brands Corporation, adding several brands to the company's portfolio such as Glad and Scoop Away.

Powerful Cleaning, Naturally: In 2008, we became the first U.S. marketer to develop and nationally launch a natural cleaning line, Green Works, into the mainstream cleaning aisle. We knew consumers didn't have to compromise on clean to be green.

Thinking Outside the Bottle: In 2010 we became the first U.S. consumer packaged goods company to publish an integrated annual report, combining our financial, environmental, social and governance performance. Strongly rooted in our values, we believe that doing the right thing is simply good business.

Get More for Less: In 2011 we introduced a new, stronger Glad® trash bag that uses less plastic, saving more than 6.5 million pounds each year – or the equivalent of 140 million trash bags. The next year we also launched a concentrated version of our namesake bleach, which not only improves whitening on clothes but also significantly reduces the amount of water and plastic used.