



NEWS RELEASE

Commercial Cleaning Industry Votes Clorox Professional Product Company's Clorox® Urine Remover the Best Cleaning Agent of 2013

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PLEASANTON, Calif., Nov. 21, 2013 - Clorox Professional Products Company is pleased to announce that Clorox® Urine Remover won the 2013 ISSA Innovation Award for Best Cleaning Agent. ISSA, the worldwide cleaning industry association, recently recognized Clorox Professional during the ISSA/INTERCLEAN® North America Conference in Las Vegas.

The annual ISSA Innovation Award program provides the cleaning industry the opportunity to determine the most innovative products and services. Since August, cleaning industry distributors, wholesalers, building service contractors and in-house service professionals have voted online for the best products in five categories: cleaning agents, dispensers, equipment, services & technology and supplies.

"Clorox® Urine Remover provides a much-needed solution to two of the toughest challenges in cleaning: urine odors and urine stains in the restroom," said Jennifer Case, marketing manager, Clorox Professional Products Company. "We are proud to be recognized by ISSA and the cleaning industry. This award validates our commitment to providing science-based, innovative solutions. With the addition of Clorox® Urine Remover, Clorox Professional Products Company provides a complete portfolio of product solutions for the restroom's toughest jobs."

Clorox® Urine Remover also won an ISSA Innovation Award Visitors' Choice. This award is voted on by registered attendees at ISSA/INTERCLEAN 2013.

"The annual ISSA Innovation Awards are a wonderful way for users within the industry to recognize which products

and services they believe are most innovative and best meet their needs," said Dianna Steinbach, ISSA Director of Industry Outreach. "We congratulate Clorox Professional Products Company for their Clorox® Urine Remover receiving the top votes in the cleaning agents category."

Targeting Urine Stains & Odors

Launched in April 2013, Clorox® Urine Remover is a groundbreaking product specially formulated to effectively remove urine stains and break down urine to quickly remove – not just mask – odors. The product does not contain bleach and is intended for use on porous surfaces such as grout and concrete making it ideal for use in restrooms.

"I have tried everything to get rid of the urine smell in the restrooms in my restaurant," said Kjerstie, bar and restaurant owner. "Clorox® Urine Remover is the only product that works."

Clorox® Urine Remover is effective on soft surfaces like mattresses, carpet and upholstery; is an excellent pre-treatment for laundry and bedding; and is tough on other fluids and solids such as vomit, feces, pet stains and grease. It is available in two sizes: a 32 oz. spray bottle and a 128 oz. refill bottle with a built-in spray nozzle for big jobs.

For more information about the 2013 ISSA Innovation Award, visit www.issa.com/contest. For more information about Clorox® Urine Remover, visit www.cloroxprofessional.com/products/clorox-urine-remover.

About Clorox Professional Products Company

Clorox Professional Products Company, a division of The Clorox Company (NYSE: CLX), offers some of the industry's most recognized brand names for the commercial, cleaning and infection prevention industries. Whether it is hospitals, offices, restaurants, schools, hotels or other commercial facilities, Clorox Professional Products Company is committed to meeting the demands of industry professionals. For more information, visit www.cloroxprofessional.com.

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