



NEWS RELEASE

From Popular Fragrances To Unscented Options, Fresh Step® Has A Variety Of Litter For Every Cat Lover

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Fresh Step® Litter Debuts Latest Product Innovations With You and Your Cat's Health and Happiness in Mind
OAKLAND, Calif., March 6, 2017 /PRNewswire/ -- Fresh Step® Litter is committed to providing a superior odor-eliminating litter to meet cat and cat owners' needs and preferences. Designed with health and happiness for both in mind, Fresh Step will debut its latest product innovations in early 2017. Cat owners can now purchase Fresh Step's superior odor-eliminating litter, which offers options ranging from popular fragrances - like new Febreze® Hawaiian Aloha™ scent - to unscented that meet consumer's individual preferences. Fresh Step also has new packaging for larger sizes to make it easier to carry, pour and store litter.

"We understand every cat lover has a unique aesthetic and scent preference for their home, which prompted us to create new innovations that would speak to each different style," said Fresh Step Brand Manager, Jennifer Schneider.

Fresh Step® with the power of Febreze® Hawaiian Aloha™ scent

Fresh Step introduces Fresh Step® with the power of Febreze® Hawaiian Aloha™ scent, with a fresh, tropical scent – combining the strength of Fresh Step® partnered with the power of Febreze®. By eliminating the strongest litter box odors with a tough odor-eliminating formula, it leaves behind a light tropical scent. Fresh Step® with the power of Febreze® Hawaiian Aloha™ scent brings a popular, consumer-desired, in-home scent to the litter box as the newest product in the Fresh Step® with the power of Febreze® family.

Fresh Step® Unscented

For those who prefer no scent at all, Fresh Step is revamping its Unscented line and will release new product offerings in Spring 2017. Fresh Step consumers can rest assured they are choosing an unscented litter that meets

their needs to eliminate the strongest litter box odors. Fresh Step Unscented litter provides Superior Unscented Odor Control with 10-day bacterial odor protection.

Fresh Step® Compact Packs

Fresh Step will also debut revolutionary easy-to-handle Compact Packs, which feature the equivalent of a 34 or 38 lb. box packaged in four smaller packs designed to make the litter experience more convenient and easier to carry, pour and store. The new, convenient Compact Packs are more portable for transport from the store to home, better designed to store in and around the home, and easier to pour into the litter box - removing the awkwardness of carrying and storing regular litter.

Fresh Step® Paw Points® Rewards Program

Want to start earning points for free Fresh Step litter, coupons, toys and even help your local shelter? Join the free Fresh Step Paw Points Rewards program now at **FreshStep.com**. You can also download the new Paw Points Rewards app by visiting the **Apple App Store** or **Google Play** to earn 50 points. The free, fun and cat approved app also makes it easy to donate points to your local shelter so they can receive free litter, toys and more.

To celebrate the new power of Febreze® Hawaiian Aloha™ scent, consumers can win a trip to Hawaii by downloading the Fresh Step Paw Points mobile app and opting into the **sweepstakes** for a chance to win from (February 28, 2017 to April 24, 2017*). Earn an additional entry each day with repeat visits to the app! Visit **FreshStep.com** for details.

All Fresh Step products support the brand's mission to make the world a more welcoming place for cats and their people from helping every cat find a forever home to eliminating litter box odors and keeping your home smelling like your home. The products are available at Walmart, Target, your favorite grocery store, PetSmart, and other local pet retailers. For more information on the new products, visit **FreshStep.com**.

FEBREZE is a trademark of The Procter & Gamble Company, Cincinnati, Ohio used under license by The Clorox Pet Products Company.

*NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older and members of the Fresh Step® Paw Points® Rewards Program at the time of entry. Ends 4/24/17. To enter and for Official Rules, including odds, alternate method of entry, and prize descriptions, visit https://freshstep.promo.eprize.com/pawpoints/display_page?page=rules#aloha_sweeps. Void where prohibited.

The Clorox Company

The Clorox Company (NYSE: CLX) 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; 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 The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past fiscal year. For more information, visit TheCloroxCompany.com, the **CR Matters Blog** and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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