



NEWS RELEASE

Hannah Simone And Fresh Step® With The Power Of Febreze™ Surprise New Cat Parents In Celebration Of Adopt A Shelter Cat Month

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FRESH STEP'S MILLION MEOW
MISSION HELPS EVERY SHELTER
CAT FIND A FOREVER HOME

LOS ANGELES, June 8, 2016 /PRNewswire/ -- Hannah Simone, star of "New Girl," surprised new cat parents at Amanda Foundation in Beverly Hills to celebrate Adopt a Shelter Cat Month. Simone is partnering with Fresh Step with the power of Febreze throughout the month to support the brand's Million Meow Mission of helping every shelter cat find a forever home.

"There are millions of cats living in shelters, and each year only 37% are adopted," said Simone. "We want to bring awareness for all those cats still searching for their forever home, and not only help them find their perfect match, but also make the transition home a success."

Litter box rejection is one of the top reasons cats are returned to shelters. New Fresh Step with the power of Febreze doesn't just mask odors, it eliminates them, leaving behind a fresh clean scent and helping to make kitty's transition home successful.

"We strive to educate all new cat parents at the point of adoption so they are prepared to welcome their cat home," said Teri Austin at Amanda Foundation, "and Fresh Step is helping with materials and litter training to ensure each

adoption is a success."

Also in time for Adopt a Shelter Cat Month, Fresh Step is launching its **new Paw Points Rewards app**, which makes it easy to donate to your local animal shelter. Members can also earn points for Fresh Step purchases and redeem them for litter, coupons, cat toys and more. The app is free, fun and cat approved. For every app download this month, Fresh Step will give its members 50 bonus Paw Points.

To download the new Fresh Step Paw Points app, visit the **Apple App Store** or **Google Play**. To learn more about Fresh Step with the power of Febreze and its Million Meow Mission, visit **freshstep.com**.

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 and sauces; Brita® water-filtration products; and Burt's Bees® natural personal care 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 has been broadly recognized for its corporate responsibility efforts, including, most recently, two U.S. EPA Climate Leadership Awards for Excellence in Greenhouse Gas Management and inclusion among the top 40 companies on the 2015 Newsweek Green Rankings and CR magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism during the past year. For more information, visit **TheCloroxCompany.com**, the **CR Matters Blog** and follow the company on Twitter at **@CloroxCo**.

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