



NEWS RELEASE

Hidden Valley® Salad Dressings Adds Gluten Free Promise to Packaging

4/18/2012

OAKLAND, Calif., April 18, 2012 - Add Hidden Valley® salad dressings to the growing list of foods to clearly call out that they are gluten free.

The makers of Hidden Valley salad dressings have added a "Gluten Free" logo to bottles and dry packets of its signature Original Ranch® dressing as well as much of its Farmhouse Originals product line. Packages with the new logo should appear on store shelves this summer.

The packaging change is designed to help the millions of Americans who want to avoid gluten to shop with confidence. While gluten-containing grains - namely rye, wheat and barley - were not previously included in Hidden Valley salad dressings, the new packaging reflects a stronger and clearer assurance to the growing number of people who are seeking gluten-free products.

"What we've done is taken the added step of auditing our supply chain and securing guarantees that there are no ingredients that contain or are derived from gluten containing grains," said Shaunte Mears-Watkins, marketing manager for the Hidden Valley brand.

The facilities manufacturing Hidden Valley products have stringent allergen-control programs to prevent cross-contamination and all of the products listed as gluten free undergo scheduled testing to ensure that the quality of the claim matches the quality of the products.

In addition to the packaging change, the makers of Hidden Valley salad dressings have teamed up with the Celiac Disease Foundation (CDF), the leading national Celiac disease organization, to further communicate Hidden Valley's

gluten free promise and to help support the foundation's efforts to represent the needs and concerns of the Celiac community and raise awareness for early diagnosis of the disease.

Additional Resources

- To see a complete list of "gluten free" Hidden Valley products, visit <http://www.hiddenvalley.com/products/>
- Look for gluten-free recipes and tips for living a gluten-free lifestyle at: www.celiac.org
- Find recipes and more: <http://www.hiddenvalley.com>
- Find Hidden Valley on Facebook: <http://www.facebook.com/hiddenvalley>
- Follow Hidden Valley on Twitter: <http://twitter.com/hvranch>

About Hidden Valley®

The HV Food Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. The Clorox Company is a leading manufacturer and marketer of consumer products with 8,100 employees and fiscal year 2011 revenues of \$5.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. The company's products are manufactured in more than two dozen countries and marketed in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$84 million to nonprofit organizations, schools and colleges. In fiscal year 2011 alone, the foundation awarded \$4 million in cash grants, and Clorox made product donations valued at \$13 million. For more information about Clorox, visit www.TheCloroxCompany.com.

About the Celiac Disease Foundation

Since its inception in 1990, Celiac Disease Foundation has been at the forefront of Celiac disease education, awareness, advocacy and support services to both the lay as well as the health professional communities. Today, guided by its distinguished Medical Advisory Board, CDF is meeting the growing public health challenge of increased diagnosis of Celiac disease and gluten sensitivity with a range of vital programs and services for the public, patients and healthcare professionals and remains dedicated to raising awareness for early diagnosis on behalf of the 95% of the undiagnosed population. In the two decades since, CDF stands as the "go to" resource organization that can be counted on for evidence-based information regarding Celiac disease, gluten sensitivity and the gluten-free lifestyle.

Contact

Bridget Starkey, Current

415.262.5987

bstarkey@talktocurrent.com