



NEWS RELEASE

Ho, Ho, H-Oops! Busy Philipps and The Clorox Company Bleach Away Holiday Messes in NYC

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KICK OFF THE HOLIDAY SEASON BY
SHARING YOUR MOST BLEACHABLE
MOMENT AND YOU COULD WIN
\$20,000

NEW YORK, Dec. 2, 2013 - In-law invasions, holiday hoopla havocs, dinner debacles. No matter what you're getting ready to celebrate, you're not immune to the messes that seem to always accompany holiday cheer. In fact, sometimes the "yuck" is so over the top that the only solution is to reach for the bleach. Clorox calls these "Bleachable Moments." They happen all year, but the holiday season is full of them; it's enough to leave anyone "holidazed."

This year, Clorox, in partnership with actress Busy Philipps, is coming to the rescue and teaming up to kick off the third year of Bleach It Away™ with some comic relief and a chance to win \$20,000.* Philipps and The Messy Melodies, Clorox's own band of comedic holiday carolers, will hit the streets of New York City to bring holiday Bleachable Moments to life through song. And, if that's not enough, people everywhere can enjoy the Messy Melodies' greatest hits — and share the cheer — at www.BleachItAway.com.

"This is a really exciting holiday season for me because my family has grown since last year, bringing lots of new holiday memories and loads of new Bleachable Moments," said Busy Philipps, actress. "Lucky for me Clorox gets it — they understand that sharing and laughing helps you get past the messes a whole lot easier. That's why I'm

excited to help Clorox Bleach It Away today in New York!"

Naughty or Nice, Everyone Gets the Gift of Clean

Clorox® Bleach doesn't just bleach away messes, but celebrates them with rewards. Now through April 20, 2014, anyone, anywhere in the U.S. can share a messy moment they wish they could erase at www.BleachItAway.com for the chance to win a grand prize of \$20,000.* Visitors can also come back each week to vote for the best mess in the week's Moment Showdown to determine which messes move on for the chance to win the grand prize.

- Clorox will also select the best mess each week to win a \$50 gift card and move on to the next week's Moment Showdown.
- Everyone who submits their moment will instantly receive a coupon for \$.50 off any bottle of Clorox® Regular-Bleach via email for the first moment they submit.

"At Clorox we know the holidays are filled with Bleachable Moments galore. While only some can be solved with bleach, laughter makes all of them easier to erase," said Katie Keil, marketing manager, The Clorox Company. "Helping people get through the mess and sometimes even rewarding them in the process is what Bleach It Away™ is all about."

Still Holidazed and Confused?

Messes can be daunting; raw turkey residue on the kitchen floor, red wine spills all over your new mother-in-law's winter-white pants and overly excited greetings from Fido left on the front hall floor. These would-be disasters are no big deal since Clorox® Bleach products are your magic eraser to bleach it away. Visit www.BleachItAway.com for all the know-how you need to tackle your holiday mishaps and messes:

- Snapguides with step-by-step instructions on how to clean up everything from bathroom grout to clothing stains.
- Tailored advice from Clorox's expert, Dr. Laundry, on how to tackle specific holiday messes.
- Videos and other tips and tricks on Clean TV, a channel dedicated to bleaching it all away.

We Wish you a Messy X-Mess and Bleachable New Year

The holiday season brings out the mess in all of us. Even when the messes can't be cleaned with Clorox® Bleach, Clorox can still help you find the "Ho Ho Ho." Visit www.BleachItAway.com for the laughs needed to get through the holidaze, including:

- The 2nd annual Clorox® Someecards series of shareable, special-edition, humorous digital cards that will even cheer up the friend who enjoyed too much eggnog last night.
- Music videos featuring Clorox's Messy Melodies to provide inspiration for new songs, like "Wreck the Halls," "Jingle Smells" and "So Glad You Didn't Witness," to take caroling.

Want to connect with other Clorox fans on Facebook and Twitter? Log on to www.Facebook.com/Clorox, or follow [@Clorox](https://twitter.com/Clorox) to receive the latest product news, tips, offers and more.

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2013 revenues of \$5.6 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2013, The Clorox Company Foundation awarded \$4 million in cash grants, and Clorox made product donations valued at nearly \$15 million. For more information, visit TheCloroxCompany.com.

*NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER. **VOID WHERE PROHIBITED**. Enter Contest by 4/20/14 at 11:59 p.m. PT. For Official Rules and prize descriptions, visit www.clorox.com/laugh/bleach-it-away/rules-page/. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

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