



NEWS RELEASE

# iRobot Unveils World's First Floor Washing Robot; Clorox Creates Custom Floor-Cleaning Solution for iRobot Scooba

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CARLSBAD, Calif. - D3: All Things Digital - May 23, 2005 -- iRobot CEO Colin Angle will give attendees at The Wall Street Journal's "D: All Things Digital" conference a "sneak preview" today of its latest innovation, the iRobot Scooba™ Robotic Floor Washer. Scooba is a next-generation robot, designed to vacuum, scrub and dry hard floors automatically. Scooba builds on technology advances from the company's runaway hit, the iRobot Roomba® Robotic Floorvac.

In addition, iRobot today announces a partnership with The Clorox Company through which the two firms have developed a specially engineered cleaning solution for Scooba. Clorox, a leader in home cleaning, and iRobot, the leader in commercial robots, began the collaboration about a year ago to create a cleaning solution that, when combined with Scooba, delivers a new level of cleanliness to floors.

"iRobot Scooba underscores our commitment to building robots that perform everyday tasks more effectively," said iRobot Chief Executive Officer Colin Angle. "Scooba will liberate people from mops and buckets and deliver a new, better way to clean floors."

Scooba's revolutionary cleaning process allows the robot to simultaneously vacuum, scrub and dry hard floors, all at the touch of a button. Unlike a conventional mop and bucket, the robot only uses fresh water and cleaning solution from a clean tank, so Scooba never spreads dirty water on the floor. Scooba cleans wet spills in addition to dirt and grime, and it is safe for use on all sealed hard floor surfaces, including wood and tile.

"Clorox is always looking for opportunities to partner with innovative companies that can help us grow and enter new categories," said Larry Popelka, Vice President, New Business Ventures for Clorox. "Scooba supports our desire

to make floor-cleaning easier and more effective. We're excited about partnering with iRobot to bring consumers this cutting-edge technology."

iRobot is credited with igniting a growing consumer robot industry in 2002 with the first affordable home robot, the Roomba Robotic Floorvac. Roomba quickly emerged as a favorite on wedding registry wish lists, and among parents, pet owners, cleaning enthusiasts and the cleaning challenged - people who have difficulty cleaning because of physical disability, medical conditions or age. Roomba is now available in 25 countries, and its sales have surpassed 1.2 million units.

A limited number of Scooba Robotic Floor Washers will be available in time for the 2005 holiday season, with larger distribution planned for first quarter of 2006. The Clorox® cleaning solution will be marketed jointly by Clorox and iRobot.

#### Scooba Preview

A Scooba prototype will be demonstrated live on stage Monday, May 23, at 2:10 p.m. PT at "D: All Things Digital," The Four Seasons Resort Aviara, Carlsbad, Calif. The Wall Street Journal-sponsored event offers insight into ways the technology revolution continues to transform how people work and live.

#### About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2004 revenues of \$4.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All® and STP® auto care products, Fresh Step® and Scoop Away® cat litters, Kingsford® charcoal briquets, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 8,600 employees worldwide, the company manufactures products in 25 countries and markets them 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 \$58.3 million to nonprofit organizations, schools and colleges; and in fiscal 2004 alone made product donations valued at \$5 million. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

#### About iRobot Corp.

iRobot, the leading commercial robot company, builds robots for the real world. Over the past 15 years, iRobot has developed innovative robots for the consumer, military, government security agencies and law enforcement markets. Its practical, state-of-the-art iRobot Roomba Floorvac is revolutionizing home cleaning, while iRobot PackBot®, a portable, unmanned robot, is helping protect soldiers. In 2003, co-founders Helen Greiner and Colin

Angle were named Ernst & Young regional Entrepreneurs of the Year for their innovative work in technology. For additional information about iRobot, visit [www.irobot.com](http://www.irobot.com).

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