



NEWS RELEASE

Kingsford® Charcoal and KC Masterpiece® Barbecue Sauce Fire Up Keith Urban Escape Together World Tour

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CHRIS LILLY NAMED OFFICIAL TOUR
BBQ PITMASTER, ADDS FLAVOR TO
BACKSTAGE BARBECUE
EXPERIENCE

OAKLAND, Calif., Jan. 28, 2009 - Kingsford® Charcoal and KC Masterpiece® Barbecue Sauce will put American barbecue on tour as headline sponsors of the Keith Urban Escape Together World Tour, which will hit 58 cities across North America this summer. In sponsoring the tour, the barbecue brands hope to encourage friends and families to get together and grill in their own backyards, something Urban and his band identify with during his own hectic tour schedule.

"The thing I enjoy most about a barbecue is that it's a great excuse to round up friends and family, whether we're in someone's backyard or tailgating next to the bus while on tour," said Urban. "It's the hang time that's important; the opportunity to unwind and just have fun."

As part of the sponsorship, the makers of Kingsford® charcoal and KC Masterpiece® barbecue sauce will host the Keith Urban Backstage Barbecue Experience, VIP pre-show events at which attendees will enjoy authentic, competition quality barbecue, admission to the concert and a private performance by and photo opportunity with Urban. In addition, fans will have the chance to win a once-in-a-lifetime experience by checking Urban's official Web

site, www.KeithUrban.net, regularly to answer trivia questions about Urban, his new album "Defying Gravity," and the Keith Urban Escape Together with Kingsford® and KC Masterpiece® World Tour.

To consummate this natural marriage of music and barbecue, World Champion pitmaster Chris Lilly has been named the official Tour BBQ Pitmaster, for which he will create exclusive recipes, advise on cuisine featured at each Backstage Barbecue Experience and share his grilling expertise with country music fans. A 10-time world barbecue champion and head of the Big Bob Gibson Bar-B-Q Cooking Team of Decatur, Ala., Lilly is proud to be a part of the tour and hopes to help fans bring a piece of it home to their own backyards.

"Delicious, competition-level barbecue is definitely attainable at home and I love helping people achieve that," said Lilly. "Just like good music, barbecue brings people together and I hope my recipes will inspire fans to slow down this summer with family and friends around the charcoal grill while jamming to their favorite tunes."

Lilly, who is no stranger to the sizzling sounds and smoky flavors of charcoal grilling, has consulted Urban's culinary tastes and developed two exclusive Escape Together with Kingsford® and KC Masterpiece® World Tour recipes, which will be available for download closer to the tour's start date:

- Seasoned Mustard Drumsticks with Peach Molasses Glaze: Two types of mustard produce a signature grilled chicken dish, while peach preserves, molasses and soy sauce meld sweet and salty flavors for a meal that is sure to become a family favorite.
- Grilled Sweet Potato Steaks with Maple Pecan Butter: A delicious twist to traditional baked sweet potatoes, these charcoal grilled potatoes are drizzled with maple pecan butter for a great addition to any family meal or pre-concert tailgate.

The Clorox Company

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\$10.2 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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