



NEWS RELEASE

New Brita® Stream™ Pitcher Filters Faster Than You Can Say "Refill the Pitcher"

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Filter-As-You-Pour™ Technology Allows Users to Fill and Pour Immediately

OAKLAND, Calif., March 9, 2017 /PRNewswire/ -- Brita has put an end to the days of "waiting for the Brita to refill."

Brita has introduced the new Brita Stream, a pitcher that filters water while you pour, rather than while you fill. This means that you no longer have to wait for the reservoir to empty. You can fill an empty Brita Pitcher from a tap, and immediately dispense filtered water – providing great-tasting filtered water 10 times faster than the market-leading pitcher system.

The new Brita Stream Filter technology allows for faster filtration, and it includes activated carbon to reduce chlorine taste and odor for better-tasting water. The new Stream Pitcher and Filter provide the easiest way yet for people to improve the taste and smell of their water.

The new product is part of a flurry of innovation from Brita, the market leader in water filtration. In addition to the new Brita Stream, Brita introduced the new **Longlast™ Filter**. The Longlast Filter not only lasts about six months* – three times longer than Standard Brita Filters – but is also certified to remove 99 percent of lead† during the life of the filter. And Longlast fits the vast majority of Brita pitchers**, so people don't need to buy a new pitcher to start using Longlast.

"After decades of one size fits all in our category, we are now focused on providing water filtration products that fit people's unique needs," said Ed Huber, general manager of Brita. "For most people, the reason they buy water filtration is to get better-tasting water – and they want it to be fast and easy. Brita Stream solves that. For people who have concerns about the presence of other contaminants – like lead – Brita Longlast provides some peace of mind that will last six months."

About the Brita Stream Pitcher

The BPA-free Brita Stream pitcher is available in two designs and in four colors – Carbon Gray, Chalk White, Chili Red and Lake Blue. Featuring a space-efficient design, the Stream pitcher boasts a 10-cup capacity. The Brita Stream filter is only compatible with the new Brita Stream pitcher.

Brita's new Stream pitcher is available now on Amazon at <https://www.amazon.com/Brita-Stream-Filter-Pitcher-Rapids/dp/B01N3LBPYA> for a suggested retail price of \$34.99. For more information about Brita products, visit Brita.com.

About Brita

Brita® markets a variety of products, including water pitchers, faucet filters and bottles, that make it easy to get cleaner, great-tasting water from any tap. Brita products are marketed by The Clorox Company (NYSE: CLX), a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion.

NYSE: CLX

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* Based on 120 gallon filter life and average family usage of 11 glasses per day

† Certified by WQA. Substances reduced may not be in all users' water

** Fits all Brita Pitchers except Stream & Infinity

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