



NEWS RELEASE

New Clorox® Bleach Product for Whites and More* Puts A Colorful Spin on a Classic at Mercedes-Benz Fashion Week

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"CLOEY DE LA ROX" UNVEILS
BLEACHABLE PATTERNS VIA VINE
FASHION SHOW AND ONSITE
EXPERIENCE

OAKLAND, Calif. September 4, 2014 -Clorox® Bleach, best known for keeping the iconic tightly whitey white, is breaking all the laundry rules this Mercedes-Benz Fashion Week revealing a signature "Cloey De La Rox" line of updated undies via Vine for the first-of-its-kind Vine-based underwear fashion show. Under the nom de plume of faux fashion designer "Cloey De La Rox," the makers of Clorox® Bleach are celebrating their first foray into patterns, stripes and dots to highlight the debut of new Clorox® Smart Seek™ Bleach. No longer exclusive to all-white items, Clorox® Smart Seek™ Bleach enables whites and whites with a little bit of color to be thrown into the same bleach load.

On Saturday, September 6th, from 10am-6pm EST, the "Cloey De La Rox" line will also be hitting the streets of New York outside of Lincoln Center, on Columbus Avenue between 62nd and 63rd streets, to teach fashionistas about how they can break all the laundry rules with Clorox® Smart Seek™ Bleach and embrace these hot new bleachable patterns. While there, visitors will be able to:

- Create a personalized version of the "Cloey De La Rox" fashion show that puts them in the middle of this

season's hot, Smart Seek-able patterns

- See the signature items modeled live and receive a customizable "Cloey De La Rox" item
- Enter for a chance to win invites to a Mercedes-Benz Fashion Week show by sharing a picture of their favorite pattern (or model) using #SmartSeekNYFW #Sweeps

"Clorox® bleach has been trusted to keep your whites white for generations, but fashion and laundry routines have changed," said Katie Keil, Associate Director of Marketing, The Clorox Company. "Now, with Clorox® Smart Seek™ Bleach you can use the bleach brand you've always trusted to keep both whites and whites with a little bit of color bright and clean in the same laundry load, saving you time and money."

Clorox® Smart Seek™ Bleach leverages a unique technology to deliver just enough power to remove stains and whiten the white parts of the garment, yet is color safe on most prints, patterns and trims on white garments (when used as directed). It is available in 55oz and 116oz bottles in Fresh Meadow® and Clean Linen® scents.

Visit www.Clorox.com to learn more about Clorox® Smart Seek™ Bleach and to see more from "Cloey de la Rox."

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 8,200 employees worldwide and fiscal year 2014 sales of \$5.6 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; 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® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare®, HealthLink®, Aplicare® and Dispatch® infection control products for the healthcare industry. More than 80 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 2014, The Clorox Company and The Clorox Company Foundation contributed more than \$16 million in combined cash grants, product donations, cause marketing and employee volunteerism. For more information, visit TheCloroxCompany.com.

* Clorox® Smart Seek™ Bleach can be used on whites and whites with some color (such as patterns stripes and dots). Please use as directed on the label.

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