



NEWS RELEASE

Stains Beware – Dr. Laundry Is on Call

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NEW BLOG ANSWERS COMMON
LAUNDRY QUESTIONS AND
DEBUNKS MYTHS

OAKLAND, Calif., May 30, 2006 – From the stain drama of meandering merlot to the fretting over careening ketchup, Harold Baker, senior scientist at The Clorox Company known to many as Dr. Laundry, has been coming to the rescue of family and friends for years. Now, you can get the same inside stain-busting help when Dr. Laundry today launches his new blog, www.drlaundryblog.com.

"When it comes to stains, everybody has a story, including heroic tales from their childhood of mom lifting impossible stains from their favorite garments," says Baker, a.k.a. Dr. Laundry. "Unfortunately, our moms aren't always available at 2 a.m. for answers, and even if they were, they may not be familiar with the new products and technology in laundry care."

Lasting clothing care myths plague even the most experienced launderers. According to the Soap and Detergent Association, nearly 50 percent of respondents in a recent survey never, ever read laundry instructions. That's why Dr. Laundry believes it is time for him to get blogging. "It may be hard to admit to friends that the most urgent thing on your mind at the moment is the wine stain on your tablecloth, but that's why I'm there," says Dr. Laundry.

Stain Relief

In his blog, Dr. Laundry will touch on subjects such as the basics of laundry, bleach use, chemistry, and removing

stubborn stains, as well as occasional musings from his life as a father, sports fan and scientist. In his more than 30 years at Clorox, Dr. Laundry was instrumental in the development of Clorox® Regular bleach, Clorox 2® bleach for colors and Clorox® Splashless bleach. He has seen first-hand how products can be maximized for stain-removal and fabric care.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2005 revenues of \$4.4 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 7,600 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 \$62.3 million to nonprofit organizations, schools and colleges; and in fiscal year 2005 alone made product donations valued at \$4.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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