



NEWS RELEASE

The Clorox Company Launches New Corporate Website

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Mobile Responsive Site Offers Improved User Experience

OAKLAND, Calif., Sept. 20, 2016 /PRNewswire/ -- The Clorox Company (NYSE: CLX) has launched a new corporate website to offer an improved user experience for its key stakeholders interested in obtaining general company information or learning more about Clorox's leadership or governance practices, environmental sustainability initiatives, product ingredients and more.

The redesigned site, at www.thecloroxcompany.com, incorporates best practices in website development. A mobile responsive design allows it to be accessible and legible across all devices. Improved navigation makes the site more intuitive and easy to use, while a new visual design showcases high-quality photography representative of Clorox employees and locations as well as user-friendly, dynamic content that's been edited and reformatted to be more digestible. Visitors to the site will find completely redesigned sections, including investor relations, careers and the corporate blog. In addition, with a mobile-responsive website, the company's pioneering Ingredients Inside program, which provides a list of product ingredients for cleaning and disinfecting products in the U.S. and Canada, is even easier for consumers to use, providing access to the information whether they're on their desktop computer or mobile device.

"Just as we're investing in technology as part of our business strategy to adapt the way we market to and interact with consumers, we're also tapping it to respond to how all our stakeholders – from investors to NGOs to prospective employees – are obtaining information," said Chairman and CEO Benno Dorer. "Our new corporate website represents who we are today: a company that is staying true to our values built over more than a century, with a continued focus on our people and responsible growth, while at the same time transforming our capabilities in innovation and technology so we're well-positioned for the future."

The Clorox Company

The Clorox Company (NYSE: CLX) is 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. 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® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and Renew Life® digestive health products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company also has been broadly recognized for its corporate responsibility efforts, most notably receiving two Climate Leadership Awards for Excellence in 2015 and a Safer Choice Partner of the Year Award in 2016 from the U.S. Environmental Protection Agency as well as being named to CR Magazine's 2016 Best Corporate Citizens list and included in the 2016 Newsweek Green Rankings. The Clorox Company and its foundations contributed nearly \$17 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past year. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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Logo - <http://photos.prnewswire.com/prnh/20160913/407107LOGO>

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