



NEWS RELEASE

The Purrfect Match: The Strength Of Fresh Step® Partners With The Power Of Febreze™

2/8/2016

NEW FRESH STEP® WITH THE
POWER OF FEBREZE™ IS THE
LATEST ADVANCEMENT IN LITTER
ODOR CONTROL

OAKLAND, Calif., Feb. 8, 2016 /PRNewswire/ -- The makers of Fresh Step® litter are debuting a new product that pairs the strength of Fresh Step with the power of Febreze™. New Fresh Step with the power of Febreze doesn't just mask odors, but eliminates them for 10 days, guaranteed. It is the first and only litter to feature the power of Febreze, making it possible for litter odors to vanish. That's something even cats find amazing!

New Fresh Step with the power of Febreze provides long-lasting 10-day odor control and leaves behind a fresh, clean scent. It also locks in liquid and odor with Fresh Step's ClumpLock™ Technology, making it easier to scoop. And now it has a lower dust formula for cleaner surfaces and clearer air.

"Fresh Step with the power of Febreze was created to make both cats and their owners happy by making odors vanish," says Nick Meyer, Director of Marketing, Pet Products. "By partnering with Febreze, Fresh Step created a litter worth celebrating."

Giving Love By the Scoopful

Fresh Step is committed to the overall health and well-being of cats, especially those in shelters. It has donated millions of dollars to animal welfare causes and more than one million scoops of litter to shelters nationwide

through its Million Meow Mission program, which aims to help improve the lives of shelter cats and help them find forever homes.

"At Fresh Step, we understand the immense amount of love and joy our cuddly cats bring us," said Meyer, "which is why we are committed to giving back through our Million Meow Mission program."

Through the Fresh Step Paw Points loyalty program members can donate their Paw Points codes to support shelters and receive a \$2-off Fresh Step coupon. In turn, participating shelters can redeem Paw Points for Fresh Step litter, as well as other cat necessities, care items and toys.

New Fresh Step with the power of Febreze is available in Odor Shield, Multi-Cat, Extreme and Lightweight Extreme litter and is available in grocery, pet specialty, mass merchandise and drug stores nationwide. For more information about Fresh Step litter with the power of Febreze and to join the Million Meow Mission, please visit www.freshstep.com.

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 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; and Burt's Bees® natural personal care 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 has been broadly recognized for its corporate responsibility efforts, including, most recently, two U.S. EPA Climate Leadership Awards for Excellence in Greenhouse Gas Management and inclusion among the top 40 companies on the 2015 Newsweek Green Rankings and CR magazine's 100 Best Corporate Citizens 2015 list. The Clorox Company and The Clorox Company Foundation contributed approximately \$15 million in combined cash grants, product donations, cause marketing and employee volunteerism during the past year. For more information, visit TheCloroxCompany.com, the [CR Matters Blog](#) and follow the company on Twitter at [@CloroxCo](#).

NYSE: CLX

CLX-B

Procter & Gamble

Media Contacts:

Apryl Ash, PDC PR
614.439.7596
apryl@pdcpr.net

Anne Marie Ghigo, Clorox
510.271.4710
Anne.Marie.Ghigo@clorox.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/the-purrfect-match-the-strength-of-fresh-step-partners-with-the-power-of-febreze-300216121.html>

SOURCE The Clorox Company

News Provided by Acquire Media