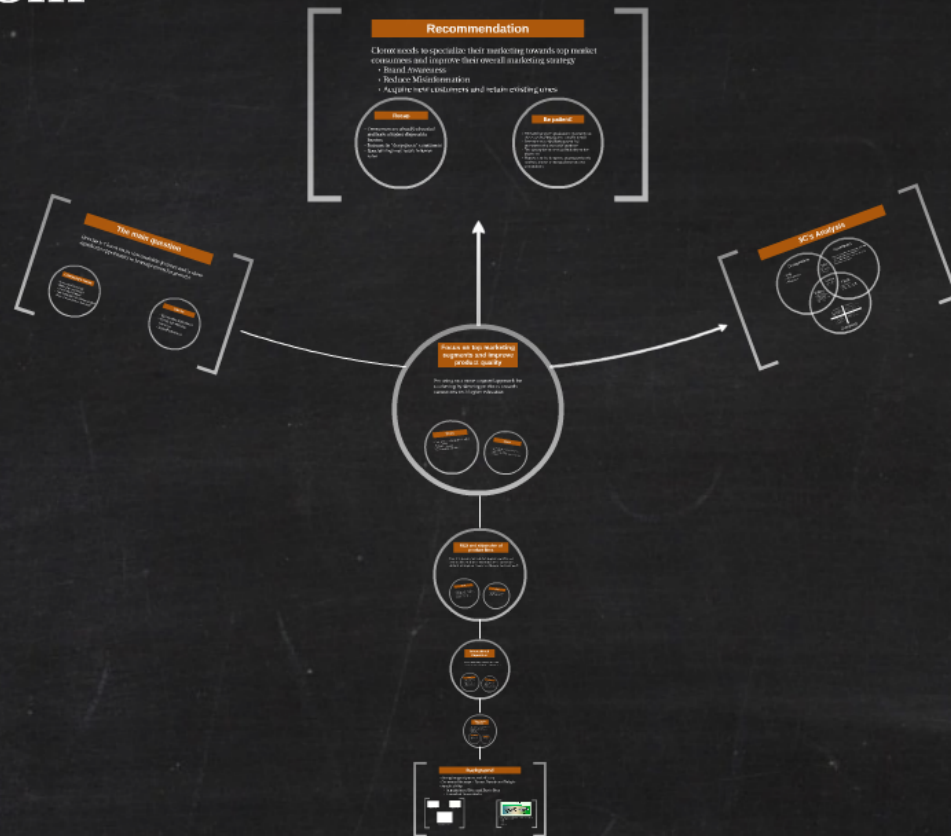


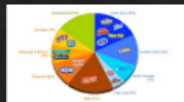
The Clorox Company: Leveraging Green For Growth



The Clorox Company: Leveraging Green For Growth

Background

- Strong image of power and efficacy
- Centennial Strategy ~ Desire, Decide and Delight
- Sustainability
 - Acquisition of Brita and Burt's Bees
 - Launch of Green Works



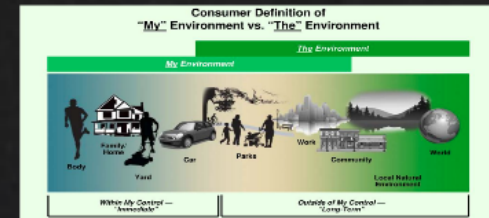
Percentage of FY07 Sales



Percentage of FY08 Sales



Percentage of FY10 Sales

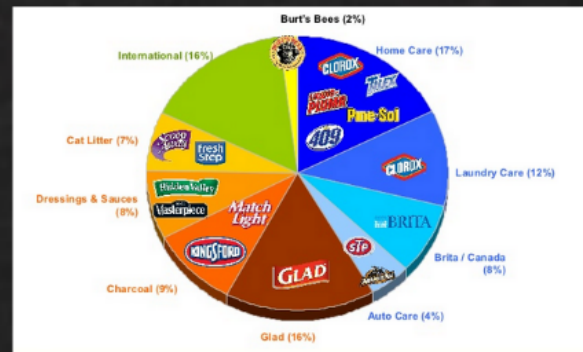


Four key motivators drive interest in the environment:

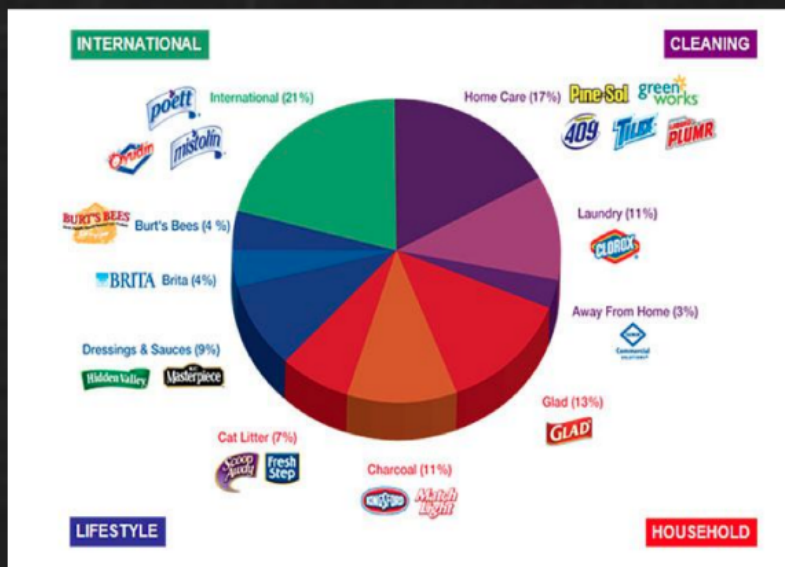
- Personal Protection
- Cost
- Status
- Altruism



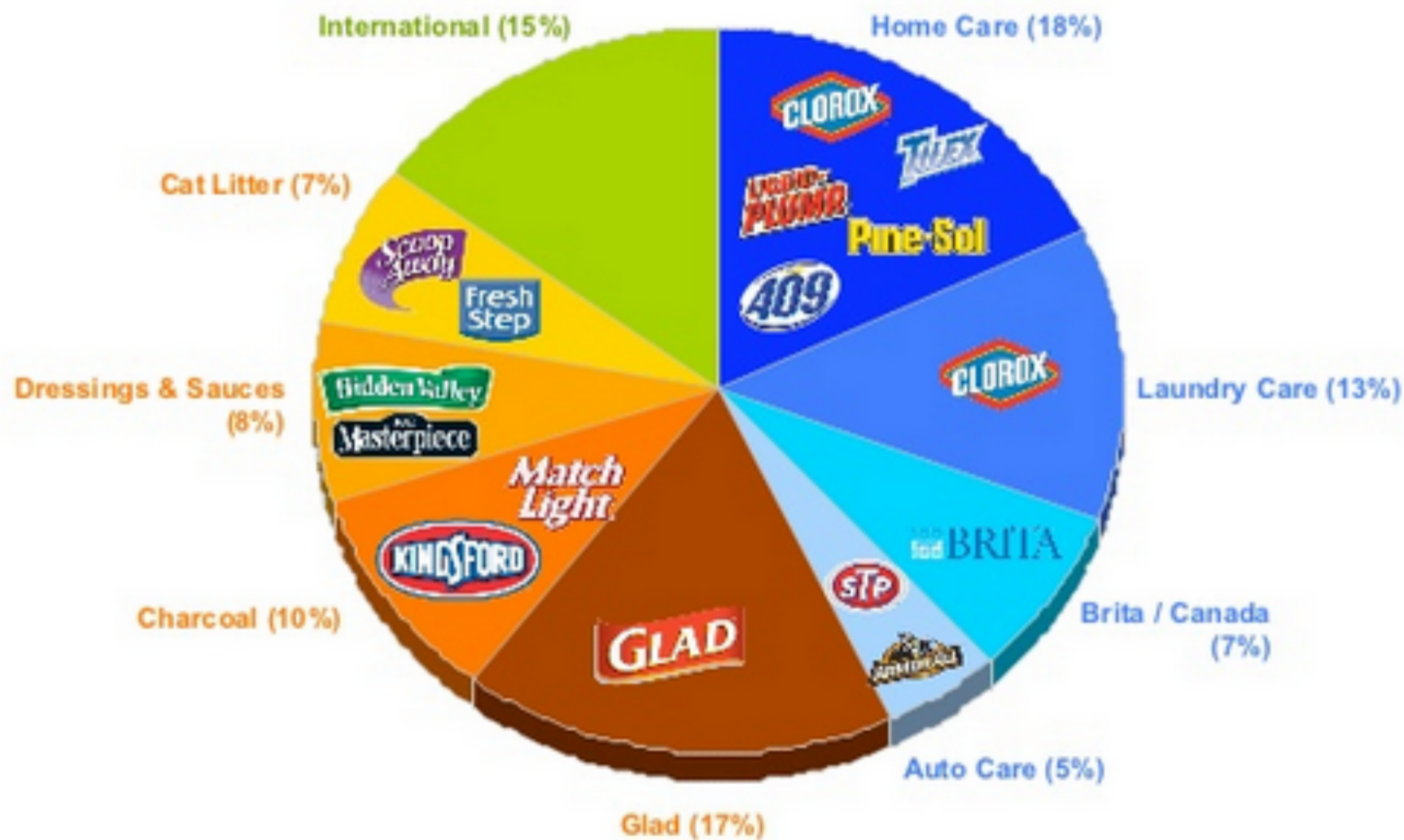
Percentage of FY07 Sales



Percentage of FY08 Sales



Percentage of FY10 Sales



Percentage of FY07 Sales

