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FOR IMMEDIATE RELEASE

HELPING THE AMERICAN RED CROSS, ONE T-SHIRT AT A TIME

*Mayor Bloomberg proclaims July 15, 2005 "Wear a White T-Shirt Day";
Clorox to donate \$1 for every signature collected*

New York (July 12, 2005) – Forget the white tie. Pass on the pearls. To help celebrate the 100-year anniversary of the American Red Cross in Greater New York (ARC/GNY), all you will need is your favorite white T-shirt.

Mayor Michael Bloomberg has proclaimed Friday, July 15 "Wear a White T-Shirt Day" for the ARC/GNY. It's all part of a joint effort with The Clorox Company to raise money for the Red Cross and to highlight the company's launch of a new, improved bleach formula.

For everyone who signs a white T-shirt in Times Square or a virtual one online, Clorox will donate \$1 to the Red Cross, up to a maximum of \$100,000. The signing will begin July 14 in Times Square and online at www.cloroxnewwhite.com.

"Clorox and the American Red Cross have worked closely together to offer aid to communities for nearly 20 years. We are thrilled to be partnering once again – this time to help celebrate the 100th anniversary of the American Red Cross in Greater New York, said Victoria Jones, director of community relations, The Clorox Company. "We commend the organization's on-going aid and service to the city of New York and the nation. Its contributions are truly immeasurable."

"We truly appreciate Clorox Liquid Bleach's efforts to rally New Yorkers in support of our organization. The American Red Cross continues to help communities and keep people safe every day thanks to the caring people who support our work, said Theresa Bischoff, CEO, American Red Cross in Greater New York. "What a wonderful way to celebrate our Centennial."

During the donation drive, a giant clothesline, 15 stories high and 80 feet across, featuring two 30 feet by 30 feet white T-shirts will be strung from Schaefer Landing in Brooklyn, N.Y. from Thursday, July 14 to Sunday, July 17.

As it helps celebrate the Centennial of The American Red Cross in Greater New York, The Clorox Company is marking a milestone of its own – a change in the formula of its namesake liquid bleach. The patented new formula, which prevents minerals in water from depositing on clothes, provides the best whitening power since laundry, detergent and bleach first came together.

(more)

About The Clorox Company:

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2004 revenues of \$4.2 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 KC Masterpiece® dressings and sauces, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 8,600 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 \$58.3 million to nonprofit organizations, schools and colleges; and in fiscal 2004 alone made product donations valued at \$5 million. For more information about Clorox, visit www.TheCloroxCompany.com.

About American Red Cross in Greater New York:

Now in its 100th year, the American Red Cross helps people in New York City and four adjacent counties avoid, prepare for and respond to emergencies. ARC/GNY provides immediate aid to those affected by more than 3,000 emergencies a year – from fires and water main breaks, to building collapses and blackouts. The Red Cross also helps New Yorkers stay prepared for emergencies by offering hundreds of health and safety courses on such subjects as First Aid, Disaster Preparedness, Swim Safety and Adult/Child CPR throughout the region. For more information, call 1-877 RED-CROSS or visit www.nyredcross.org.

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