



Press Release

THE CLOROX COMPANY GIVES BACK TO COMMUNITY WITH FIRST-EVER MUSIC CD

**The Blue Sky Project: A Clorox Charity Collection
Produced in Response to Growing Consumer Demand**

Date: 3/31/08

Location: Oakland, CA

Entering the music business for the first time, The Clorox Company and its marketing communications partner, DDB Worldwide in San Francisco, recently released to the public "The Blue Sky Project: A Clorox Charity Collection." Music from the CD includes original compositions as well as popular recordings from independent artists featured in the commercials.

Music from the album features an uplifting collection of songs used in favorite Clorox® commercials, extended to beautiful full-length tracks by the original musicians. Half of the purchase price (annual minimum donation of \$10,000) will benefit Music In Schools Today a nonprofit organization that supports music programs in public schools (mustcreate.org). "The Blue Sky Project," is now available for purchase on iTunes® and 50+ other online retailers for \$6.93.

"We have been partnering with Clorox over the past three years to deepen the emotional connection with our consumer," said Lisa Bennett, chief creative officer and managing partner at DDB San Francisco. "Music has played an integral role in much of the work we develop with Clorox, because of its emotional connection with an audience."



The Clorox Company is committed to helping make everyday life better, every day, through programs dedicated to the health and well-being of families in every stage of their lives. Clorox strives to provide resources to families that promote healthier homes, and happier lives.

"Consumers were so passionate about the music they wanted to play it at weddings and dance recitals. This CD has truly been created out of consumer demand," said Tarang Amin, vice president, Clorox Global Franchise. "The Blue Sky Project is a great way for us to give something back and deepen our connection to our consumers."

ABOUT THE CLOROX COMPANY

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of \$4.8 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All® and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen 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 \$69.7 million to nonprofit organizations, schools and colleges. In fiscal 2007 alone, the foundation awarded \$3.4 million in cash grants, and Clorox made product donations valued at \$5.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

ABOUT DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the fourth largest consolidated advertising and marketing services global network and the most awarded agency network in the world according to Creativity magazine 2006. In 2007 Tribal DDB was named Global Agency Network of the year by Ad Age. Four-time winner, Adweek and Advertising Age Global Network of the year, DDB also was named the World's Top Network in Europe by the Gunn Report in 2006 and 2007. With more than



200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue™ influence social communities and drive results.

ABOUT MUSIC IN SCHOOLS TODAY

Music in Schools Today is a San Francisco-based non-profit organization with national impact that has been promoting music education in public schools and youth centers in low-income neighborhoods since 1983. MuST believes that music nurtures the human spirit and promotes personal development. Its programs demonstrate how music plays a central role in language arts, math and science literacy, and how music, both in and out of the classroom, promotes physical well being and social understanding and helps build bridges within local and global communities. To learn more about MuST, please visit www.mustcreate.org.

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