



The Clorox Company

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U.S. Price Increases From CY2003 - CY2005

Brand / Product	Average Increase*	Effective Date
Glad® trash bags	6%	October 2003
Charcoal	5%	December 2003
Cat litter	4%	May 2004
Glad® trash bags	13%	February 2005
GladWare disposable containers	12%	February 2005
Clorox® liquid bleach	9%	July 2005
Clorox 2® bleach for colors, Clorox Clean-Up® cleaner	5%	July 2005
Glad® food bags	7%	August 2005
Cat litter	5%	October 2005

U.S. Price Increases From CY2006 - CY2007

Brand / Product	Average Increase*	Effective Date
Clorox® liquid bleach, Clorox Clean-Up® and Tilex® cleaners	8%	January 2006
Match Light® charcoal	6%	January 2006
Kingsford® lighter fluid	10%	January 2006
Armor All® auto-care products	9%	January 2006
STP® functional fuel products	9%	January 2006
Brita® pour-through filters	7%	January 2006
Brita® pitchers	5%	January 2006
GladWare® food-storage containers	9%	January 2006
Glad® trash bags	15%	February 2006
Cat litter	6%	June 2006
STP® functional fuel products	17%	October 2006
Charcoal and lighter fluid	4 - 8%	January 2007 (anticipated)

- Average % increase reflects brand averages rounded to the whole percent. Individual SKUs vary vs. the average.
- Note: This communication reflects pricing actions on primary items.