



The Clorox Company

Supplemental Information – Gross Margin Drivers

The table below provides details on the drivers of gross margin change versus the prior year.

Driver	Gross Margin Change vs. Prior Year (basis points)								
	FY08	FY09					FY10		
	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3
Cost Savings	+170 bp	+200 bp	+210 bp	+240 bp	+230 bp	+220 bp	+170 bp	+160 bp	+170 bp
Price Changes	+80 bp	+230 bp	+350 bp	+310 bp	+250 bp	+280 bp	+170 bp	+80 bp	+ 60 bp
Market Movement (commodities)	-270 bp	-460 bp	-450 bp	0 bp	+160 bp	-170 bp	+240 bp	+300 bp	-120 bp
Manufacturing & Logistics ⁽¹⁾	-110 bp	-250 bp	-120 bp	-90 bp	-150 bp	-160 bp	-40 bp	-80 bp	0 bp
All other ⁽²⁾	-60 bp	+80 bp	-30 bp	+90 bp	-120 bp	+10 bp	-90 bp	-70 bp	-120 bp
Change vs prior year	-190 bp	-200 bp	-40 bp	+550 bp	+370 bp	+180 bp	+450 bp	+390 bp	-10 bp

(1) "Manufacturing & logistics" includes the change in the cost of diesel fuel.

(2) "All other" includes all other drivers of gross margin change, which are usually of an immaterial nature. Examples of drivers included: volume change, trade and consumer spending, restructuring and acquisition-related costs, foreign currency, etc. If a driver included in all other is deemed to be material in a given period, it will be disclosed as part of the company's earnings release.