



The Clorox Company

Supplemental Information – Volume Growth

Reportable Segments	% Change vs. Prior Year										Major Drivers of Change
	FY09					FY10					
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	
Cleaning	-3%	-7%	-6%	-4%	-5%	4%	8%	1%	1%	3%	Q4 increase primarily due to increased merchandising of Armor All [®] auto care products and Pine-Sol [®] cleaner, offset by lower shipments of Clorox [®] disinfecting products.
Household	3%	-10%	-7%	-3%	-4%	-7%	0%	4%	1%	-1%	Q4 increase mainly due to increased merchandising of Kingsford [®] charcoal.
Lifestyle ⁽¹⁾	35%	31%	4%	3%	16%	4%	12%	8%	10%	8%	Q4 increase primarily due to increased shipments of Hidden Valley [®] bottled salad dressings and Burt's Bees [®] natural personal care products.
International ⁽¹⁾	4%	3%	2%	0%	2%	3%	1%	3%	0%	2%	Q4 increase primarily due to increased shipments of disinfecting and fragrance cleaning products, offset by lower shipments of Glad [®] products.
Total Company	4%	-1%	-3%	-2%	-1%	1%	5%	3%	2%	3%	

Supplemental Information – Sales Growth

Reportable Segments	% Change vs. Prior Year										Major Drivers of Change
	FY09					FY10					
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	
Cleaning	4%	-1%	1%	0%	1%	3%	3%	-4%	-1%	0%	Q4 variance between changes in volume and sales was primarily driven by unfavorable product mix.
Household	11%	-2%	-1%	0%	2%	-11%	-6%	0%	0%	-4%	Q4 variance between changes in volume and sales was due to price decreases on Glad [®] trash bags and cat litter, and higher trade-promotion spending.
Lifestyle ⁽¹⁾	45%	37%	5%	7%	20%	3%	10%	5%	7%	6%	Q4 variance between changes in volume and sales was due to higher trade-promotion spending and unfavorable product mix.
International ⁽¹⁾	10%	-4%	-4%	-3%	-1%	4%	21%	9%	2%	9%	Q4 variance between changes in volume and sales was due to the benefit of price increases, partially offset by the impact of unfavorable foreign currencies.
Total Company	12%	3%	0%	0%	3%	-1%	5%	1%	1%	2%	

(1) Lifestyle includes results of the worldwide Burt's Bees business. International includes Canadian results.