

Supplemental Information – Volume Growth

Reportable Segments	% Change vs. Prior Year										Major Drivers of Change
	FY10 ⁽²⁾					FY11 ⁽²⁾					
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	
Cleaning	6%	9%	3%	-2%	4%	1%	-6%	4%	4%	1%	Q4 increase primarily due to increased shipments of Clorox [®] disinfecting products to retail and institutional customers.
Household	-7%	0%	4%	1%	-1%	-9%	-1%	-3%	2%	-2%	Q4 increase mainly due to increased shipments of Cat Litter, offset by lower shipments of Kingsford [®] charcoal due to high merchandising in the year-ago quarter.
Lifestyle ⁽¹⁾	4%	12%	8%	10%	8%	1%	3%	3%	3%	3%	Q4 increase primarily due to new flavor launches in Dressings & Sauces, higher shipments of the new Brita [®] on-the-go bottle, and increased shipments of Burt's Bees [®] natural personal care products.
International ⁽¹⁾	3%	1%	1%	0%	1%	-2%	3%	0%	0%	0%	No significant changes versus the year-ago quarter.
Total Company	1%	5%	3%	1%	3%	-2%	-2%	1%	2%	0%	

Supplemental Information – Sales Growth

Reportable Segments	% Change vs. Prior Year										Major Drivers of Change
	FY10 ⁽²⁾					FY11 ⁽²⁾					
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	
Cleaning	5%	3%	-2%	-4%	0%	-1%	-6%	3%	4%	0%	Q4 sales growth is consistent with increase in volume.
Household	-11%	-6%	0%	0%	-4%	-7%	-4%	-3%	1%	-3%	Q4 variance between changes in volume and sales was primarily driven by unfavorable product mix and higher customer pickup allowances, offset by the benefit of price increases.
Lifestyle ⁽¹⁾	3%	10%	5%	7%	6%	1%	3%	0%	5%	2%	Q4 variance between changes in volume and sales was due to lower trade-promotion spending.
International ⁽¹⁾	4%	22%	7%	2%	9%	-2%	-1%	8%	9%	3%	Q4 variance between changes in volume and sales was due to the impact of favorable foreign currency exchange rates and the benefit of price increases, partially offset by unfavorable product mix and higher trade-promotion spending.
Total Company	-1%	5%	1%	0%	1%	-3%	-3%	1%	4%	0%	

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

⁽²⁾ Volume growth and sale growth percentage changes for the Cleaning and International reportable segments and Total Company reflect the reclassification of the Auto Care businesses to discontinued operations in Q1 fiscal 2011 for sales through November 4th of fiscal year 2011.