

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)									
	FY10					FY11				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Cost Savings	+170	+160	+170	+220	+180	+200	+180	+180	+110	+170
Price Changes	+170	+80	+60	+60	+90	+80	+100	+60	+70	+80
Market Movement (commodities)	+240	+300	-120	-260	+30	-180	-150	-150	-170	-160
Manufacturing & Logistics ⁽¹⁾	-40	-80	0	-30	-30	0	-80	-100	-80	-60
Customer pick-up allowance	0	0	0	0	0	+20	+20	+30	+40	+30
All other ⁽²⁾	-90	-70	-120	-90	-90	-160	-250	-70	-50	-140
Impact of Auto Businesses sale adjustment ⁽³⁾	-40	-40	-60	-50	-50	--	--	--	--	--
Change vs prior year	+410	+350	-70	-150	+130	-40	-180	-50	-80	-80
<i>Gross Margin (%)</i>	<i>44.7%</i>	<i>43.5%</i>	<i>44.6%</i>	<i>44.3%</i>	<i>44.3%</i>	<i>44.3%</i>	<i>41.7%</i>	<i>44.1%</i>	<i>43.5%</i>	<i>43.5%</i>

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

(2) "All other" includes all other drivers of gross margin change. Examples of drivers included: volume change, product mix, 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.

(3) Fiscal 2010 gross margin changes reflect the reclassification of the Auto Businesses to discontinued operations in Q1 Fiscal 2011. Fiscal 2009 gross margins have not been adjusted for the sale of the Auto Businesses. Fiscal 2010 gross margin drivers have not changed and any differences to gross margin based on this reclassification are reflected here.