

The Clorox Company

Updated: 8-1-13

U.S. Retail Pricing Actions from CY2009 - CY2013

| Brand / Product | Average Price Change | Effective Date |
|--|----------------------|----------------|
| Home Care | | |
| Green Works [®] cleaners | -7 to -21% | May 2010 |
| Formula 409 [®] | +6% | August 2011 |
| Clorox Clean-Up [®] cleaners | +8% | August 2011 |
| Clorox [®] Toilet Bowl Cleaner | +5% | August 2011 |
| Liquid-Plumr [®] products | +5% | August 2011 |
| Pine-Sol [®] cleaners | +17% | April 2012 |
| Clorox Clean-Up [®] , Formula 409 [®] , and Clorox [®] Disinfecting Bathroom spray cleaners | +5% | March 2013 |
| Laundry | | |
| Green Works [®] liquid detergent | approx. -30% | May 2010 |
| Clorox [®] liquid bleach | +12% | August 2011 |
| Clorox 2 [®] stain fighter and color booster | +5% | August 2011 |
| Glad | | |
| GladWare [®] disposable containers | -7% | April 2009 |
| Glad [®] trash bags | -7% | May 2009 |
| Glad [®] trash bags | +5% | August 2010 |
| Glad [®] trash bags | +10% | May 2011 |
| Glad [®] wraps | +7% | August 2011 |
| Glad [®] food bags | +10% | November 2011 |
| GladWare [®] disposable containers | +8% | July 2012 |
| Litter | | |
| Cat litter | -8 to -9% | March 2010 |
| Cat litter | +5% | May 2012 |
| Food | | |
| Hidden Valley Ranch [®] salad dressing | +7% | August 2011 |
| Charcoal | | |
| Charcoal and lighter fluid | +7 to +16% | January 2009 |
| Charcoal and lighter fluid | +8 to 10% | January 2012 |
| Charcoal | +6% | December 2012 |
| Brita | | |
| Brita [®] pitchers | +3% | August 2011 |
| Brita [®] pitchers and filters | +5% | July 2012 |
| Natural Personal Care | | |
| Burt's Bees [®] lip balm | +10% | July 2013 |

Notes:

- Individual SKUs vary within the range.
- This communication reflects pricing actions on primary items, and does not reflect pricing actions on our Professional Products business.