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THE CLOROX COMPANY AND NATIONAL HOCKEY LEAGUE ANNOUNCE MULTIYEAR NORTH AMERICAN PARTNERSHIP

Clorox named Official Cleaning and Disinfecting Product Partner of the NHL

NEW YORK (May 6, 2021) – The Clorox Company, a global leader in cleaning and disinfection, and the National Hockey League (NHL) today announced a new multiyear North American partnership, naming Clorox the Official Cleaning and Disinfecting Product Partner of the NHL®.

The multiyear agreement starts with the 2021 Stanley Cup® Playoffs and includes marketing and product integrations in support of League COVID protocols during the Stanley Cup® Playoffs and at outdoor tentpole NHL events, including the NHL Winter Classic®, NHL Stadium Series™, and NHL Heritage Classic™.

During the partnership, Clorox electrostatic sprayers, disinfecting wipes, and hand sanitizer may be used in NHL dressing rooms, training and weight rooms, team benches, penalty box areas, and additional hockey operations spaces at NHL outdoor tentpole events. For fans attending the NHL Winter Classic®, NHL Stadium Series™, NHL Heritage Classic™, and NHL PreGame™ fan festivals connected to these events, the NHL and Clorox will provide disinfecting products upon entering and within the game venue to help confidently establish a healthier and safer fan experience.

Clorox and the NHL will collaborate to create engaging content that will help herald a cleaner and more trusted environment for NHL fans and teams. This content will be featured across Clorox and NHL-controlled broadcast, digital, and social media platforms.

The Clorox brand will also be displayed in a virtual slot in-ice ad during 2021 Stanley Cup® Playoffs games, on camera visible dashboards or a virtual slot in-ice ad during future NHL outdoor games, and through in-venue signage, in-venue public announcements and video features highlighting NHL's cleaning and disinfecting efforts. Clorox currently has NHL team partnerships with the Chicago Blackhawks, New York Rangers, and Washington Capitals.

"We're excited to be teaming up with the NHL to help create a cleaner and safer experience for players, fans, and staff," said **Tony Matta**, Chief Growth Officer at The Clorox Company. "Through our shared commitment to health and safety, we can help instill confidence as people get back to the sporting experiences they love."

"We are thrilled to welcome Clorox to the NHL family to help enhance the health and safety measures of the League during this year's Stanley Cup Playoffs and at future outdoor NHL games," said **Kyle McMann**, NHL Senior Vice President, North American Business Development & Global Partnerships. "We look forward to building on our shared commitment of creating a cleaner and safer experience for passionate fans as well as NHL team personnel and game venue staff, and collaborating to build new and impactful content and programming across NHL and Clorox platforms."

(5/6/21)

NHL, the NHL Shield, the word mark and image of the Stanley Cup, and the word mark NHL Winter Classic are registered trademarks and NHL Stadium Series, NHL Heritage Classic and NHL PreGame are trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © NHL 2021. All Rights Reserved.

About The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,800 employees worldwide and fiscal year 2020 sales of \$6.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags and wraps; Kingsford® grilling products; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality Calm™, NeoCell® and Stop Aging Now® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More than 80% of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, listed No. 1 on the 2020 Axios Harris Poll 100 reputation rankings and included on the Barron's 2021 100 Most Sustainable Companies list, 2021 Bloomberg Gender-Equality Index and the Human Rights Campaign's 2021 Corporate Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed more than \$25 million in combined cash grants, product donations and cause marketing in fiscal year 2020. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

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About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 31 Member Clubs and proudly welcomes its 32nd franchise, the Seattle Kraken™, for the 2021-22 season. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 151 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN and the NHL Network™ in the U.S., Sportsnet and TVA in Canada, Viaplay in the Nordic Region and CCTV and Tencent in China. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. The NHL is committed to building healthy and vibrant communities through the sport of hockey by increasing youth participation and engagement; fostering positive family experiences; promoting inclusion, positive culture and leadership; and supporting sustainable community impact.

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