

Introducing SMART TUBE™ Spray Technology

Superior value and performance with innovative trigger bottle design

Clorox Commercial Solutions® is proud to announce that our spray products will be upgraded to Clorox® proprietary SMART TUBE™ technology, with the following benefits:

Easier to Spray

- ☼ Over 33% less effort to dispense¹
- ☼ Ergonomic grip, with wider, more comfortable trigger¹
- ☼ Better coverage and control

Spray Every Drop™

- ☼ Nothing is wasted so you get what you paid for
- ☼ Patented design with integrated dip tube
- ☼ Dispense with every pull of the trigger—no more "honking" misfires.

1. Compared to historical Clorox spray packaging

SPRAY EVERY DROP!™

Easier to Refill

- ☼ Wider opening for easier refill¹
- ☼ "Snap to Lock" for a secure seal

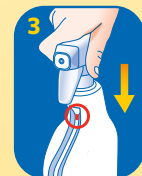
Refill Instructions:



1 Twist trigger and pull up to remove.



2 To replace trigger, align red tip tube on trigger over opening inside the bottle.



3 Press down on the trigger until it clicks into place.



THE COMPLETE CLEAN

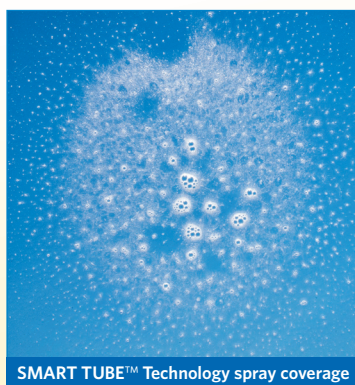
INNOVATION

Science of Clean

Reinventing Spray Technology

Our revolutionary SMART TUBE™ is the result of five years of product development, and includes technology covered by eight proprietary patents.

- ☼ This innovative advance in sprays makes it 33% easier to dispense the product, with better coverage and control.

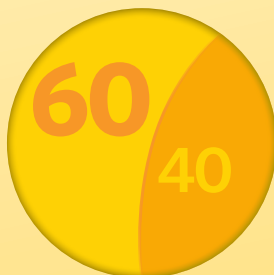


Economics of Clean

Spray Every Drop™

- ☼ Nothing is wasted so you get what you paid for.
- ☼ Wider opening for easy refill minimizes waste from spills.

The design is preferred to traditional sprays by 60% of users*.



- ☼ Purchase intent increases with SMART TUBE™ by 10% with current buyers and 30% with non-buyers.†
- ☼ 57% believe it would significantly improve their cleaning experience.*

* Based on Formula 409® with SMART TUBE™ Technology versus Fantastik.

† Based on consumer purchase intent for Clorox® Clean-Up® with SMART TUBE™ Technology versus current packaging.

COMING IN SMART TUBE™
December 2012



COMING IN SMART TUBE™
Spring 2013



COMING IN SMART TUBE™
Summer 2013



Commercial
SOLUTIONS®