

For Immediate Release

NAD EXAMINES CLAIMS FOR CLOROX ‘GREEN WORKS,’ FOLLOWING CHALLENGE BY SCJ

*NAD Finds Clorox Can Support Certain Claims for ‘Green Works’ Product Line,
Recommends Advertiser Modify, Discontinue Certain Claims*

New York, NY – July 31, 2008 – The National Advertising Division of the Council of Better Business Bureaus has recommended that The Clorox Company discontinue or modify certain advertising claims for the company’s “Green Works” product line to better communicate product performance and that the products are not disinfectants.

Print advertising, product labels, website advertising, displays, in-store coupons and television advertising claims made by Clorox for Green Works household cleaning products, were challenged by S.C. Johnson & Son, Inc., a manufacturer of the Fantastik line of competing cleaners.

The challenged claims included the following:

- *Green Works cleaning products work just as well as traditional cleaners...”*
- *“Green Works All-Purpose Cleaner cuts through this greasy mess as well as the leading spray cleaner...”*
- *Green Works cleaning products “work as well as conventional cleaners...”*

The Green Works line consists of five different cleaning products, each of which competes in a different sub-category of household products: the all-purpose cleaners, general bathroom cleaners, toilet bowl cleaners, dilutable cleaners and glass and surface cleaners. According to the advertiser, the Green Works line has been formulated to be environmentally friendly without sacrificing the cleansing efficacy of traditional cleaners.

NAD, the advertising industry’s self-regulatory forum, determined that based on the testing it submitted, Clorox provided a reasonable basis for claiming that its Green Works line of products is comparable to traditional cleaning products when it comes to removal of most soils for which the products are intended.

However, NAD found that the broad and unqualified parity claim that Green Works “works as well” (or “cleans as well”) as traditional cleaners could not be supported because Green Works does not perform as well as all cleaners on the toughest grease and does not kill germs as many traditional cleaners do.

NAD recommended that the claim be discontinued or modified to convey the more qualified message that it removes most soils or cleans most soils as well as traditional cleaners.

NAD also recommended that the advertiser modify or discontinue the side-by-side grease demonstration featured in challenged television advertising to avoid conveying the message that Green Works performs as well as leading competitors on tough grease soils.

Clorox, in its advertiser’s statement, said the company “strongly disagrees with NAD’s finding” that the claim that “Green Works works/cleans as well as traditional cleaners” conveys an implied message that Green Works All Purpose Cleaner disinfects.

“Nevertheless, in light of NAD's limitation of this finding to the specific phrase in dispute – which Clorox has agreed to qualify in any event – Clorox will not appeal NAD's decision on the purported disinfection message. With respect to the side-by-side demonstration, Clorox is gratified that NAD determined that the demonstration is valid and will take into consideration NAD's recommendation that it be modified to avoid conveying a comparison on tough greasy soils in our future advertising,” the company said.

NAD's inquiry was conducted under *NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising*. Details of the initial inquiry, NAD's decision, and the advertiser's response will be included in the next *NAD/CARU Case Report*.

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About Advertising Industry Self-Regulation: The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.