

Clorox® Holiday Health Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VALID ONLY IN THE U.S. VOID WHERE PROHIBITED.

1. Eligibility: The Clorox® Holiday Health Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who have a Twitter.com user account and access to the Internet as of November 1, 2010. Employees of The Clorox Company ("Sponsor"), Twitter, LLC., Ketchum, Inc. ("Administrator"), and each of their respective parents, affiliates, subsidiaries, officers, directors, agents, representatives, advertising, promotion and publicity agencies, suppliers, distributors, prize suppliers, and/or any other entity or person involved with the production, design, execution, administration or distribution of this Sweepstakes (collectively, "Sponsor and its Agents"), as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to enter or win. The Sweepstakes is governed by the laws of the United States and is subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612. **Administrator:** Ketchum, Inc., 2000 L Street, Suite 300, Washington, DC, 20036. Administrator's computer is the official time-keeping device for the Sweepstakes.

3. Timing: The Sweepstakes begins on November 10, 2010 at 12:00 a.m. Eastern Time ("ET") and ends on December 14, 2010 at 11:59 p.m. ET (the "Promotion Period"). The Sweepstakes consists of six (6) separate entry periods (each an "Entry Period"); five (5) separate weekly Entry Periods with five (5) corresponding drawings, and one (1) overall grand prize (GP) Entry Period with one (1) corresponding GP prize drawing from among all eligible Entries received throughout the entire Promotion Period, as set forth in the Entry Period and Drawing schedule below (the "Drawing Schedule"):

4. The Drawing Schedule:

Entry Period	Begins at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Approx. Drawing Date
1	11/10/10	11/16/10	11/17/10
2	11/17/10	11/23/10	11/24/10
3	11/24/10	11/30/10	12/1/10
4	12/1/10	12/12/7/10	12/8/10
5	12/8/10	12/14/10	12/15/10
GP	11/10/10	12/14/10	12/15/10

*ENTRANTS ARE RESPONSIBLE FOR MAKING APPROPRIATE BEGIN/END TIME ADJUSTMENTS
BASED ON THEIR RESPECTIVE TIME ZONES.*

5. How to Enter: Log-in into your Twitter.com account and send an original “tweet” (English and Spanish tweets both accepted) about how you are helping to keep your family healthier during the holiday season, using the hashtag #cloroxholidays for English tweets or #cloroxfiestas for Spanish tweets (the “Entry” or “Entries”). For each original “tweet” you send using the #cloroxholidays or #cloroxfiestas hashtags as directed, you will receive one (1) Entry in the Sweepstakes. All Entries must be entered electronically during the Promotion Period and received no later than 11:59 p.m. ET on December 14, 2010. Users who post duplicate, or near duplicate, posts, and users who create multiple accounts to enter the contest more than once, will be automatically disqualified.

All entries must be original work and may not infringe any intellectual property rights (including but not limited to copyrights, trademarks and trade secrets), rights of publicity, rights to privacy or other rights of third parties. Entries shall be appropriate for all audiences, developed in good taste, and shall not contain content that is obscene or indecent, and shall not include profanity or pornography, drugs, alcohol, phone numbers, nudity, offensive or derogatory statements or gestures that may be offensive to individuals of a specific race, religion, ethnicity, sexual orientation or socioeconomic group, or other content deemed inappropriate by Sponsor or Administrator. Entries must not contain any references to the brand names, trademarks or services of The Clorox Company or any other third party, or other material that violates or infringes any third party rights, including but not limited to the privacy, publicity, copyright or other intellectual property rights of any such party. Entries will be accepted in English and Spanish only.

Limit on Entries: you may enter as many times as you wish by sending an original “tweet” during the Promotion Period, but you are only eligible to win one (1) Weekly Prize and/or one (1) Grand Prize in this Sweepstakes. If you do not have a Twitter account, you can visit www.twitter.com to create one for FREE. Online Twitter account creation and tweet messaging is subject to the Twitter.com [Terms of Service](#). If you post Twitter updates or receive updates from Twitter.com via SMS from your wireless phone, standard data and/or text messaging rates may apply. Please consult your wireless carrier regarding its pricing plans.

With the exception of the final Grand Prize drawing which will be held from among all eligible Entries received throughout the Promotion Period, all weekly Entries will be processed based on the weekly Entry Period during which they are received. Once a random drawing is completed and a winner verified for a specific weekly Entry Period, all remaining non-winning Entries received during that same weekly Entry Period will be discarded and will not be carried over to any subsequent weekly Entry Periods or random drawings.

Use of any automated system to participate or to circumvent the proscribed entry process is strictly prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized holder of the Twitter.com account (the “Account”) used to enter will be deemed to be the Entrant. The authorized Account holder is the natural person whose email address is associated with the Account. Only one natural person may be associated with such Account. Each potential winner may be required to show proof of being an authorized Account holder.

6. Prize Drawings; Winner Selection and Notification: Administrator, whose decisions are final and binding in all matters related to the Sweepstakes, **will randomly select the potential winners** from among all eligible entries received during the applicable Entry Period(s) **as follows:**

Week #1 Winner Announcement Date:	11/17/10
Week #2 Winner Announcement Date:	11/24/10
Week #3 Winner Announcement Date:	12/1/10
Week #4 Winner Announcement Date:	12/8/10
Week #5 Winner Announcement Date:	12/15/10
Grand Prize Winner Announcement Date:	12/15/10

Potential winners will be notified via a direct message to the Twitter user account used at the time of entry. **IMPORTANT:** In order to receive direct messages your Account settings must be set to "unprotected" and/or "public." Each potential winner will be required to respond to the direct message sent via Twitter and provide his or her full name, date of birth, and a valid mailing address (P.O. Boxes are not permitted), within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winner(s) may refuse prize(s). If a potential winner cannot be contacted, is contacted and does not respond as directed, or fails to provide contact information within the required time period, refuses the prize, or is ineligible to accept the prize, or if the prize is returned as undeliverable, the prize may be forfeited and awarded to an alternate winner. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. An entrant is not a winner even if a prize notification is received unless and until the entrant's eligibility and the potential winning entry has been verified and the entrant has been notified that verification is complete. In the event that a potential winner is disqualified for any reason, Sponsor and/or its Agents may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries from the applicable Entry Period. Only three (3) alternate drawings may be held in Sponsor's and/or its Agents' sole discretion, after which the prize will remain un-awarded. All prizes otherwise claimed in accordance with these Official Rules will be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

7. Prizes: An aggregate total of six (6) prizes will be awarded in this Sweepstakes:

Five (5) Weekly Prizes: Five (5) weekly winners will each receive one (1) American Express gift card in the amount of fifty dollars (\$50) USD.

One (1) Grand Prize: One (1) winner will receive one (1) American Express gift card in the amount of one-hundred dollars (\$100) USD.

TOTAL APPROXIMATE RETAIL VALUE OF ALL PRIZES: \$350 USD. Odds of winning any prize depend on the number of eligible entries received during the relevant Entry Period. Winners' use of gift cards subject to card issuer terms and conditions. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor and/or its Agents reserve the right to substitute a prize for one of approximately equal or greater value if the designated prize should become unavailable for any reason. Winners are solely responsible for all taxes and fees associated with prize receipt and/or use.

8. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor and its Agents from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. Publicity: Winning entries may be posted on Sponsor's websites, Facebook accounts and Twitter feeds, as well as other publications and forums. Except if entrant is a resident of TN or otherwise where prohibited, participation in the Sweepstakes constitutes entrants' and winner's consent to Sponsor's and its Agents' use of their name, likeness, photograph, Twitter handle or post, voice, opinions and/or hometown and state for advertising, commercial and other promotional purposes in any media, worldwide, in perpetuity, without further attribution, notification, payment or consideration and to be contacted by Sponsor and/or its Agents by telephone, mail or email regarding this Sweepstakes.

10. General Conditions: Sponsor and/or its Agents reserve the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's and/or its Agents' reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor and/or its Agents in their sole discretion. Sponsor and/or its Agents reserve the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's and/or its Agents' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: Sponsor and its Agents are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor and/or its Agents in their sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor and/or its Agents reserve the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of California) or the appropriate California State Court located in Alameda County, California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

12. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy at <http://www.ketchum.com/privacy> and Sponsor's Privacy Policy at <http://www.clorox.com/legal/global-privacy/>.

13. Winner List: For the Winner's List, send an email with subject line: "Holiday Health Winner List Request," to lauren.wasserman@ketchum.com, or send a self-addressed, stamped return envelope marked "Healthier Holidays Winner List" to 2001 L Street NW, Suite 300, Washington, DC, 20036, by January 14, 2011.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter, LLC. All trademarks are the property of their respective owners.

Healthier Holidays

Abbreviated Rules

1. ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. TWITTER ACCOUNT REQUIRED. **VOID WHERE PROHIBITED**. Sweepstakes ends 12/14/10. For Official Rules and complete details, visit www.Clorox.com/SpecialOffers. Sponsor: The Clorox Company.

2. ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. TWITTER ACCOUNT REQUIRED. **VOID WHERE PROHIBITED**. Sweepstakes ends 12/14/10. For Official Rules, prize descriptions and odds disclosure, visit www.Clorox.com/SpecialOffers. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612.

3. Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 12/14/10. US/18+. For Official Rules, visit www.Clorox.com/SpecialOffers. To enter, visit <http://www.twitter.com>.

4. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older. Twitter Account Required. Ends 12/14/10. For Official Rules, including odds and prize descriptions, visit www.Clorox.com/SpecialOffers. To enter, visit <http://www.twitter.com>. Void where prohibited.