

## **CLOROX NAMED OFFICIAL CLEANING PARTNER OF THE NBA AND WNBA**

*– Multiyear Deal Expands on Collaboration During 2019-20 NBA Restart and 2020 WNBA Season –*

**NEW YORK**, March 5, 2021 – The Clorox Company, a global leader in public health and disinfection, and the National Basketball Association (NBA) today announced a multiyear agreement that makes Clorox® the Official Cleaning Partner of the NBA and Women’s National Basketball Association (WNBA). The multiyear agreement allows for ongoing collaboration with Clorox in promoting health and safety during NBA and WNBA games and events, including the upcoming 2021 NBA All-Star Game in Atlanta on March 7, where the cleaning brand will supply disinfecting products.

“Clorox is committed to helping people feel confident outside of the home as we get back to the activities, we all know and love,” said Heath Rigsby, Vice President of Out of Home at The Clorox Company. “We’re proud to continue our work with the NBA using our expertise in disinfection to help create a cleaner and safer experience for everyone from fans to arena staff to players, now and into the future.”

“Clorox was instrumental in our mission to create cleaner and safer environments for everyone on the NBA and WNBA campuses in Florida last summer,” said Kelly Flatow, NBA Executive Vice President of Global Events. “We are grateful to Clorox for becoming the Official Cleaning Partner of the NBA and WNBA and look forward to continuing our work and shared commitment to enhancing health and safety measures throughout the NBA and the WNBA in the years ahead.”

The announcement builds upon a previous collaboration between the two leagues and the cleaning brand during the 2019-20 NBA Restart and 2020 WNBA season. Throughout the summer of 2020, Clorox worked with the leagues to supply disinfecting products that – along with other safety measures recommended by the CDC – helped create a cleaner and safer environment for players, referees, and staff working inside the NBA and WNBA campuses in Orlando and Bradenton, respectfully.

In addition, Clorox and the Jr. NBA developed a custom digital education series, teaching children and families how to properly follow the latest health and safety measures in accordance with best practices from the CDC.

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### **About the NBA**

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women’s National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming available in 215 countries and territories in more than 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2020-21 season featured 107 international players from 41 countries. NBA Digital’s assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.9 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with

internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

### **About the WNBA**

The WNBA is a bold, progressive basketball league that stands for the power of women. Featuring 12 teams, the W is a unique sports property that combines competition and entertainment with a commitment to diversity and inclusion and social responsibility. Through its world-class athletes, the in-game fan experience, TV and digital broadcasts, digital and social content and community outreach programs, the league celebrates and elevates the game of basketball and the culture around it.

In 2020, the WNBA and the Women's National Basketball Players Association signed a groundbreaking eight-year CBA that charts a new course for women's basketball – and women's sports overall – with a focus on increased player compensation, improvements to the player experience, expanded career development opportunities and resources specifically tailored to the female professional athlete. Key elements of the agreement are supported through the league's new partnership platform, WNBA Changemakers. Inaugural WNBA Changemakers include AT&T, Deloitte and Nike.

For more information, visit [WNBA.com](https://www.wnba.com).

### **About The Clorox Company**

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,800 employees worldwide and fiscal year 2019 sales of \$6.2 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, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; RenewLife® digestive health products; and Rainbow Light®, Natural Vitality™ and NeoCell® dietary supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. Nearly 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, included on CR Magazine's 2019 100 Best Corporate Citizens list, Barron's 2020 100 Most Sustainable Companies, the Human Rights Campaign's 2020 Corporate Equality Index and the 2019 Bloomberg Gender Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed about \$12 million in combined cash grants, product donations and cause marketing in fiscal year 2019. For more information, visit [TheCloroxCompany.com](https://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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