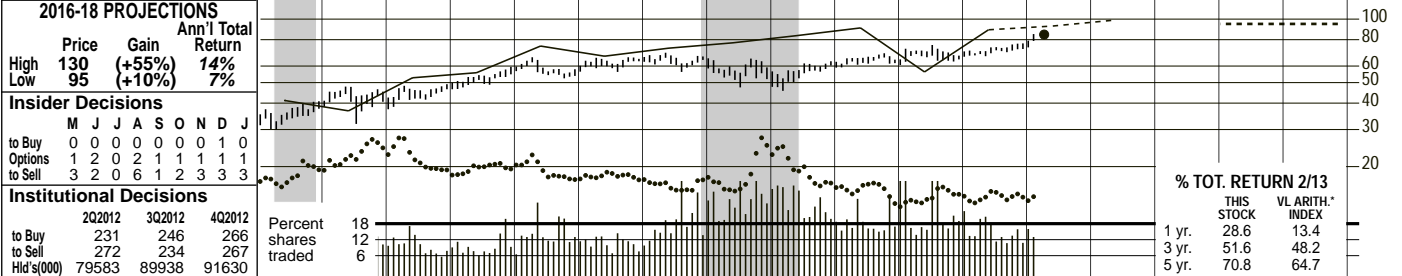


TIMELINESS <b>2</b> Raised 2/15/13	High: 47.9	49.2	59.4	66.0	66.0	69.4	65.3	63.1	69.0	75.4	76.7	85.3	Target Price Range 2016 2017 2018
SAFETY <b>2</b> Lowered 4/14/00	Low: 31.9	37.4	46.5	52.5	56.2	56.2	47.5	45.7	59.0	60.6	66.4	73.5	
TECHNICAL <b>3</b> Lowered 10/5/12	<b>LEGENDS</b> — 16.0 x "Cash Flow" p sh ..... Relative Price Strength Options: Yes Shaded areas indicate recessions												
BETA .60 (1.00 = Market)													



1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	© VALUE LINE PUB. LLC	16-18
12.27	13.32	17.01	17.35	16.49	18.21	19.39	20.30	28.93	30.69	32.05	38.20	39.16	39.88	39.91	42.20	<b>43.80</b>	<b>46.00</b>	Sales per sh <sup>A</sup>	<b>52.80</b>
1.82	2.12	2.52	2.64	2.57	2.30	3.30	3.49	4.66	4.17	4.55	4.82	5.22	5.68	3.51	5.56	<b>5.80</b>	<b>6.20</b>	"Cash Flow" per sh	<b>8.15</b>
1.21	1.41	1.63	1.75	1.63	1.37	2.33	2.55	2.88	2.89	3.23	3.24	3.81	4.24	2.07	4.10	<b>4.35</b>	<b>4.70</b>	Earnings per sh <sup>B</sup>	<b>6.30</b>
.58	.64	.72	.80	.84	.84	.88	1.08	1.10	1.14	1.31	1.66	1.88	2.05	2.25	2.44	<b>2.61</b>	<b>2.81</b>	Div'ds Decl'd per sh <sup>C</sup>	<b>3.40</b>
.46	.48	.75	.67	.81	.79	.96	.81	1.00	1.19	.97	1.23	1.42	1.46	1.74	1.48	<b>1.60</b>	<b>1.75</b>	Cap'l Spending per sh	<b>2.00</b>
5.02	5.27	6.67	7.62	8.03	6.07	5.69	7.23	d3.65	d1.03	1.13	d2.68	d1.26	.60	d.66	d1.04	<b>.40</b>	<b>1.50</b>	Book Value per sh <sup>D</sup>	<b>6.60</b>
206.33	205.74	235.31	235.36	236.69	223.01	213.68	212.99	151.68	151.30	151.26	138.04	139.16	138.76	131.07	129.56	<b>130.00</b>	<b>128.00</b>	Common Shs Outst'g <sup>E</sup>	<b>125.00</b>
22.4	27.5	33.2	25.0	22.6	29.6	18.2	18.8	19.8	20.1	19.7	18.5	14.5	14.4	31.9	16.7	<b>Bold figures are Value Line estimates</b>		Avg Ann'l P/E Ratio	<b>18.0</b>
1.29	1.43	1.89	1.63	1.16	1.62	1.04	.99	1.05	1.09	1.05	1.11	.97	.92	2.00	1.05			Relative P/E Ratio	<b>1.20</b>
2.1%	1.7%	1.3%	1.8%	2.3%	2.1%	2.1%	2.3%	1.9%	2.0%	2.1%	2.8%	3.4%	3.4%	3.4%	3.6%			Avg Ann'l Div'd Yield	<b>3.0%</b>

CAPITAL STRUCTURE as of 12/31/12				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Sales (\$mill) <sup>A</sup>		6600	
Total Debt \$2674 mill. Due in 5 Yrs \$2025 mill.				4144.0	4324.0	4388.0	4644.0	4847.0	5273.0	5450.0	5534.0	5231.0	5468.0	<b>5695</b>	<b>5890</b>	5695	5890	5695	5890	Operating Margin	<b>24.5%</b>
LT Debt \$2169 mill. LT Interest \$120 mill.				25.2%	24.7%	23.0%	20.8%	21.8%	20.7%	22.2%	23.1%	20.9%	19.8%	<b>20.5%</b>	<b>21.0%</b>	20.5%	21.0%	20.5%	21.0%	Depreciation (\$mill)	<b>210</b>
(Total interest coverage: 8.2x)				191.0	197.0	190.0	188.0	192.0	205.0	190.0	185.0	173.0	178.0	<b>185</b>	<b>185</b>	185	185	185	185	Net Profit (\$mill)	<b>810</b>
(97% of Cap'l)				514.0	546.0	517.0	443.0	496.0	461.0	537.0	603.0	287.0	543.0	<b>570</b>	<b>610</b>	570	610	570	610	Income Tax Rate	<b>34.0%</b>
Leases, Uncapitalized Annual rentals \$38 mill.				35.9%	35.0%	29.1%	32.2%	33.2%	33.5%	33.8%	34.8%	49.0%	31.4%	<b>33.5%</b>	<b>33.5%</b>	33.5%	33.5%	33.5%	33.5%	Net Profit Margin	<b>12.3%</b>
Pension Assets-6/12 \$394 mill. Oblig. \$646 mill.				12.4%	12.6%	11.8%	9.5%	10.2%	8.7%	9.9%	10.9%	5.5%	9.9%	<b>10.0%</b>	<b>10.4%</b>	10.0%	10.4%	10.0%	10.4%	Working Cap'l (\$mill)	<b>100</b>
Pfd Stock None				d500.0	d225.0	d258.0	d123.0	d395.0	d412.0	d757.0	d523.0	d86.0	d685.0	<b>d300</b>	<b>d100</b>	d300	d100	d300	d100	Long-Term Debt (\$mill)	<b>1200</b>
Common Stock 130,962,056 shs. as of 1/31/13				495.0	475.0	2122.0	1966.0	1462.0	2720.0	2151.0	2124.0	2125.0	1571.0	<b>2150</b>	<b>2100</b>	2150	2100	2150	2100	Shr. Equity (\$mill)	<b>825</b>
MARKET CAP: \$11.1 billion (Large Cap)				1215.0	1540.0	d553.0	d156.0	171.0	d370.0	d175.0	83.0	d86.0	d135.0	<b>50.0</b>	<b>190</b>	50.0	190	50.0	190	Return on Total Cap'l	<b>41.0%</b>
CURRENT POSITION (SMILL.)				30.7%	27.8%	35.2%	27.3%	33.6%	22.5%	30.0%	29.8%	16.8%	40.6%	<b>28.5%</b>	<b>29.5%</b>	28.5%	29.5%	28.5%	29.5%	Return on Shr. Equity	<b>NMF</b>
Cash Assets				26.4%	20.6%	--	--	183.0%	--	--	386.7%	NMF	NMF	<b>NMF</b>	<b>NMF</b>	NMF	NMF	NMF	NMF	Retained to Com Eq	<b>46.0%</b>
Receivables				38%	42%	39%	39%	37%	49%	48%	47%	106%	58%	<b>60%</b>	<b>60%</b>	60%	60%	60%	60%	All Div'ds to Net Prof	<b>54%</b>
Inventory (LIFO)				<b>BUSINESS:</b> The Clorox Co. operates in four segments. Cleaning consists of laundry, home care, and professional products (31% of '12 sales and 36% of pretax income). Lifestyle consists of food products, water filtration systems and filters, and personal care lines (16%, 25%). Household consists of charcoal, cat litter, plastic bags, wraps and containers (31%, 28%). International (22%, 11%).																	
Other				<b>Clorox's share price has reached a new peak in the company's centennial year.</b> Like its household products peers, investors seemingly prefer defensive stocks selling basic everyday needs. Clorox's 10% rise since our December report was aided by its strong December-quarter results highlighted by disinfecting products helping to combat a severe cold and flu season. Another plus was a rollout of a new concentrated bleach line, allowing Clorox to maintain its shelf space. <b>Second-half earnings gains will likely be modest.</b> For starters, top-line results will be compared against a solid year-earlier period. On the expense side, Clorox will spend more on advertising than in the corresponding 2012 period. The company made allowances for a Venezuela devaluation (likely \$0.05-\$0.10 a share), and possibly similar Argentinian action. Also, the tax rate will be higher. We project fiscal 2014 share profits will rise 8%-9% to the \$4.70-\$4.75 level. <b>The company is seeing less pressure on commodity costs.</b> These are seen as being flat to up slightly this year after rising \$120 million in 2012. That suggests																	
Current Assets				<b>Clorox will have few price hikes, but will have to sell more products to boost sales. Clorox is aiming for 3%-5% long-term sales growth.</b> The company breaks this down through three sales categories: U.S. Retail (75%), Professional, selling to healthcare facilities (5%), and International (20%). These sectors are likely to report annual sales growth of 2%-3%, 10%-15%, and 5%-7%, respectively. Domestic operations are likely to grow by introducing innovative products and through line extensions. Note: The company has the number one or two position in 90% of its U.S. products. In the Professional arena, Clorox will use bolt-on acquisitions to help it grow from \$125 million to \$300 million. Clorox aims to drive overseas profits by using IT more effectively. <b>These shares are ranked 2 (Above Average) for Timeliness.</b> They have edged steadily upward since the start of 2012. As such, the valuations are somewhat on the rich side for our taste. Aggressive long-term investors may want to switch to stocks with greater price appreciation potential to 2016-2018. <i>Jerome H. Kaplan</i> <span style="float: right;"><i>March 29, 2013</i></span>																	
Accts Payable																					
Debt Due																					
Other																					
Current Liab.																					

Fiscal Year Ends	2011	2012	12/31/12	Full Fiscal Year
Cash Assets	259.0	267.0	445.0	445.0
Receivables	525.0	576.0	511.0	511.0
Inventory (LIFO)	382.0	384.0	444.0	444.0
Other	113.0	149.0	152.0	152.0
Current Assets	1279.0	1376.0	1552.0	1552.0
Accts Payable	423.0	412.0	365.0	365.0
Debt Due	459.0	1150.0	505.0	505.0
Other	483.0	499.0	503.0	503.0
Current Liab.	1365.0	2061.0	1373.0	1373.0

ANNUAL RATES	Past 10 Yrs.	Past 5 Yrs.	Est'd '10-'12	'16-'18
of change (per sh)	10 Yrs.	5 Yrs.	to '16-'18	
Sales	9.0%	6.0%	4.5%	
"Cash Flow"	7.0%	2.0%	9.0%	
Earnings	8.0%	3.0%	10.5%	
Dividends	10.5%	13.5%	7.0%	
Book Value	--	--	NMF	

Fiscal Year Ends	2010	2011	2012	2013	2014	Full Fiscal Year
QUARTERLY SALES (\$ mill.)	1372	1279	1366	1517	1517	5534.0
2010	1266	1179	1304	1482	1482	5231.0
2011	1305	1221	1401	1541	1541	5468.0
2012	1338	1325	<b>1437</b>	<b>1595</b>	<b>1595</b>	<b>5695</b>
2013	<b>1390</b>	<b>1347</b>	<b>1493</b>	<b>1660</b>	<b>1660</b>	<b>5890</b>

Fiscal Year Ends	2010	2011	2012	2013	2014	Full Fiscal Year
EARNINGS PER SHARE	1.11	.77	1.16	1.20	1.20	4.24
2010	.98	d1.17	1.02	1.26	1.26	2.07
2011	.98	.79	1.02	1.32	1.32	4.10
2012	1.01	.93	<b>1.06</b>	<b>1.35</b>	<b>1.35</b>	<b>4.35</b>
2013	<b>1.09</b>	<b>.97</b>	<b>1.16</b>	<b>1.48</b>	<b>1.48</b>	<b>4.70</b>

Calendar	2009	2010	2011	2012	2013	Full Year
QUARTERLY DIVIDENDS PAID	.46	.50	.55	.64	.64	--
2009	.50	.55	.60	.64	.64	2.10
2010	.55	.60	.64	.64	.64	2.30
2011	.60	.64	.64	.64	.64	2.48
2012	.64					
2013						

(A) Fcsl. yr. ends June 30. (B) Based on avg. shrs. outstndg. though '97; dil. thereafter. Excl. nonrecr. gain (loss): '99, (\$0.60); '00, (\$0.11); '01, (\$0.16); '03, (\$0.10); '04, \$0.01. Incl. non-recr. impairment loss '11, (\$1.85). Earnings may not sum due to rounding and/or changes in share count. Next earnings report due early May. (C) Div'd historically paid in mid-Feb., May, Aug., Nov. Div'd reinvest. plan available. (D) Incl. intang. At 6/30/12: \$1754 mill. \$13.54/sh. (E) In 111, adj. for stk. split.

Company's Financial Strength	B++
Stock's Price Stability	100
Price Growth Persistence	55
Earnings Predictability	55

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