

WWF And Kimberly-Clark Corporation Announce New Global Commitment To Responsible Forestry

Partnership will help Kimberly-Clark reach its recently announced wood fiber procurement goals

WASHINGTON and DALLAS, June 29, 2011 /PRNewswire/ -- Today, Kimberly-Clark and World Wildlife Fund (WWF) announced the expansion of Kimberly-Clark's membership in the Global Forest & Trade Network (GFTN), a WWF initiative to eliminate illegal logging and conserve the world's most valuable and threatened forests. Kimberly-Clark will now include its worldwide operations in the initiative, building on its existing GFTN membership in select countries. The participation scope now includes all wood fibers sourced for all of the company's products sold globally in the Personal Care, Consumer Tissue and Kimberly-Clark Professional businesses..

(Logo: <http://photos.prnewswire.com/prnh/19991117/KMBLOGO>)

The announcement was made at the GFTN's 20th Anniversary Reception at the Forest Stewardship Council (FSC) General Assembly meeting in Sabah, Malaysia.

"Given its breadth of product offerings and market influence, we commend Kimberly-Clark's leadership in pushing the pulp and paper industry toward more responsible sourcing practices," said Kerry Cesareo, WWF's Managing Director of Forests. "Our collaboration will improve forest management, reduce impacts from production, and help protect the forests and habitats at the core of our mission. And Kimberly-Clark can offer consumers responsible alternatives for tissue and personal care products. This shows the true power of collaboration."

"At Kimberly-Clark, we believe what is good for business must also be good for the planet," said Suhas Apte, Vice President, Global Sustainability, for Kimberly-Clark. "As the largest tissue manufacturer in the world, we are committed to responsible fiber sourcing. Expanding our work globally with WWF and the GFTN is an important way K-C can be part of the solution to the sustainability challenges our world faces."

As part of its participation in GFTN, WWF and Kimberly-Clark will collaborate to realize Kimberly-Clark's commitment to have 100 percent of its virgin wood fiber sourced from certified suppliers by 2015. This commitment includes a preference for the Forest Stewardship Council (FSC) certification, which best meets WWF key requirements for protecting environmental, social and economic values essential to maintaining priority forests.

Through its Market Transformation Initiative, WWF collaborates with top brands like Kimberly-Clark to spur adoption of sustainable practices in key commodity markets. Participants in GFTN make commitments to avoid illegal wood sources, phase out purchases of wood from unknown and controversial sources, and to increase their purchase of wood that originates from well managed forests and independently certified sources.

By the end of 2011, Kimberly-Clark has committed to achieving a combined FSC/recycled content target of 50 percent for all its products that are covered within their GFTN participation. Together WWF and Kimberly-Clark will train and educate staff and suppliers on responsible fiber sourcing, encourage certification of small, non-

industrial private landowners, pursue FSC Chain-of-Custody certification for all Kimberly-Clark facilities, and promote FSC-labeled products in key markets.

"Deforestation and forest degradation contribute up to 20% of global greenhouse gas emissions, the leading contributor to climate change, and decimate critical habitat for several species, notably primates, tigers and elephants," said Cesareo. "WWF's [Living Planet Report](#) estimates that more than one billion people living in poverty rely directly on forests for their livelihoods, while about 32 million acres have been lost globally each year between 2000 and 2010, an area that is equal in size to the state of Mississippi. To address these issues, we need companies to follow Kimberly-Clark's lead."

About World Wildlife Fund

WWF is the world's leading conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit www.kimberly-clark.com.

About GFTN

The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and drive improvements in forest management while transforming the global marketplace into a force for saving the world's valuable and threatened forests. First established in 1991, the GFTN is the world's longest-running and largest forest and trade program of its kind – assisting hundreds of companies in evaluating their procurement and implementing appropriate action plans to ensure responsible sourcing as well as sustainable supply. By facilitating trade links between companies committed to responsible forestry, the GFTN plays a key role in creating market conditions that help conserve forests while providing economic and social benefits for the businesses and people that depend on them. With combined annual sales of \$72 billion, trading by GFTN participants represents 19% of all forest products bought or sold internationally every year. Read more about the GFTN's work on supporting responsible forest management and trade at www.worldwildlife.org/naftn.

About Forest Stewardship Council

The Forest Stewardship Council (FSC) is an international, not-for-profit organization established to promote the responsible management of the world's forests. FSC is a certification system that provides internationally recognized standards, trademark assurance and accreditation services to companies, organizations, and communities interested in responsible forestry.

SOURCE Kimberly-Clark Corporation

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