

SCOTT® Car Care Joins Brad Keselowski And Ford Racing To Honor Our Country's Heroes In The 'Worth The Work. Pass It On. Sweepstakes'

ROSWELL, Ga., June 4, 2013 /PRNewswire/ -- SCOTT® Car Care, a brand of Kimberly-Clark Professional, has teamed up with Sprint Cup Champion Brad Keselowski and Ford Racing to launch the "Worth the Work. Pass it On. Sweepstakes," giving away a brand new 2013 Ford F-150 XLT with EcoBoost engine.

SCOTT® Car Care will honor our country's heroes by giving consumers the opportunity to nominate their personal hero for a chance to win a Ford F-150 XLT with EcoBoost engine. In addition to the truck, the hero and the winning entrant will receive an all-expense paid VIP trip to the November 2013 Ford EcoBoost 400 Sprint Cup race in Homestead-Miami, Fla., along with the opportunity to meet Sprint Cup Champion Brad Keselowski and a year supply of SCOTT® Car Care products. Heroes can be nominated at the newly launched website, www.SCOTTCarCare.com.

"We wanted to create an opportunity for individuals to recognize the personal heroes in their lives that have passed on hard work, skills and values," says Charlotte Ciccone, associate customer marketing manager for Kimberly-Clark Professional. "Our SCOTT® Shop Towels brand has been a trusted companion in the garage for over 20 years alongside the values and hard work passed on from generation to generation."

Penske driver Brad Keselowski also believes in rewarding hard work, as shown through his foundation. "I started the Brad Keselowski Checkered Flag Foundation to give back to deserving veterans and first-responders in our country," says Keselowski. "The opportunity to be a part of the SCOTT® Car Care 'Worth the Work. Pass it On. Sweepstakes' directly serves that mission and is an honor to support."

The sweepstakes will be open from June 1 until Sept. 30, 2013. Come along for the ride as SCOTT® Car Care provides tips, tricks and happenings as you tackle any automotive project:

- *Become a Fan of SCOTT® Car Care on Facebook (www.facebook.com/scottshoptowels)
- *Follow SCOTT® Car Care on Twitter (www.Twitter.com/scottcarcare)
- *Watch SCOTT® Car Care in Action (www.youtube.com/officialscottcarcare)

From glass cleaning to oil changes to tough brake jobs, SCOTT® Car Care offers car enthusiasts a variety of tools for any automotive task. SCOTT® Car Care products can be found at local automotive retailers nationwide, including Auto Zone, Advance Auto Parts, O'Reilly Auto Parts and select Walmart stores.

About Checkered Flag Foundation

Want to learn more about the Checkered Flag Foundation? Visit www.checkeredflagfoundation.org today to see event videos and photos, our CFF blog, learn about upcoming events, and more!

About Kimberly-Clark Professional

Kimberly-Clark Professional partners with business to create Exceptional Workplaces helping to make them

safer, healthier and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business sectors. To see how we are helping people the world over, work better, please visit www.kcprofessional.com.

About Kimberly-Clark

Kimberly-Clark Corp. (NYSE:KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's 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 the No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and learn more about the Company's 141-year history of innovation, visit www.kimberly-clark.com, or follow us on [Facebook](#) or [Twitter](#).

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