

Scott Naturals Asks Americans To "Test Drive" Its Hybrid Paper Products For A Chance To Drive Away In A New Hybrid Car

"Take the 4-Week Test Drive" Sweepstakes Reminds Consumers They Don't Have to Sacrifice Affordability, to Take a Green Step

DALLAS, April 4, 2011 /PRNewswire/ -- In honor of Earth Month, the Scott Naturals brand is challenging Americans to take an easy green step by testing out its line of hybrid paper products for four weeks – and to enter the brand's 'Take the 4-Week Test Drive' sweepstakes for a chance at winning a new 2011 Ford Fusion hybrid sedan.

Starting April 4 and running through September 30, consumers can pledge to "test drive" Scott Naturals bath tissue, paper towels, flushable moist wipes and napkins by visiting www.ScottBrand.com. Scott Naturals is the world's first line of hybrid paper products*, combining the green benefits of recycled material with the quality people want.

"If we all took this four-week challenge, we could save two million trees**," said Jennifer Nobui, Scott Naturals Brand Manager. "Some consumers want to go green but are reluctant because they're concerned about quality or price. The goal of the challenge is to encourage consumers to take an easy green step by showing them they won't have to compromise quality or their budget when they choose Scott Naturals brand paper products."

"Take the 4-Week Test Drive" Sweepstakes

After taking the pledge, consumers can enter the "Take the 4-Week Test Drive" Sweepstakes for a chance to win a new Ford Fusion hybrid sedan. For more details and official sweepstakes rules, visit www.ScottBrand.com.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Promotion ends 9/30/11. Open to legal residents of the U.S. (including D.C.) who are 21+ years. Visit www.scottbrand.com/naturals for Official Rules and to enter. Sponsor: Kimberly-Clark Global Sales, LLC, 2100 Winchester Road, Neenah, WI 54956. Void where prohibited.

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 the No. 1 or No. 2 share position 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.

****Substituting recycled fiber products for leading brand products over 4 weeks reduces virgin fiber demand. Reduced tree harvesting based on annual average US household sheet usage and saving 17 trees per ton of recycled fiber. Flushable moist wipes contain 100% virgin fibers made from sustainable resources.***

***** The hybrid line features bath tissue, paper towels, flushable moist wipes and napkins made with a blend of virgin materials and at least 20% recycled materials in products or packaging.***

SOURCE Kimberly-Clark

For further information: Caitlin Tridle, Ketchum, +1-312-228-6816, caitlin.tridle@ketchum.com; or Joey Mooring, Kimberly-Clark, +1-972-281-1443, joey.mooring@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124385>