

Kimberly-Clark Named To Ethisphere's 2012 World's Most Ethical Companies List

Award recognizes exceptional ethical leadership across continents and industries

DALLAS, March 19, 2012 /[PRNewswire](#)/ -- Kimberly-Clark Corporation (NYSE: KMB) has been recognized by the Ethisphere Institute, the leading business ethics think-tank, as one of the 2012 World's Most Ethical Companies.

"We are honored to be recognized for our ethical business practices," said Tom Falk, chairman and CEO of Kimberly-Clark. "Creating a culture where our employees are committed to driving business results ethically and doing the right thing for our customers, our communities and the environment contributes directly to the success of our company."

In compiling the list, Ethisphere reviewed hundreds of companies and evaluated a record number of applications utilizing its propriety methodology through in-depth research and multi-step analysis, naming the companies that surpassed their industry peers to this year's World's Most Ethical Companies list. The 2012 list features companies in more than three dozen industries, including 40 companies headquartered outside the United States.

"A strong ethical foundation is a competitive advantage, and Kimberly-Clark recognizes the important role corporate responsibility plays in improving its bottom line," said Alex Brigham, executive director of the Ethisphere Institute. "As more and more organizations strive for this honor each year, Kimberly-Clark's inclusion as a World's Most Ethical Company for 2012 demonstrates its industry-leading commitment to ethics and dedication to integrity."

The methodology for the rankings includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

Kimberly-Clark's ethical way of life is rooted in core values that require authenticity, accountability, innovation, and caring as the driving influence in all its business decisions, transactions and initiatives. Conducting business in accordance with these core values starts at the top and carries through to each of the 57,000 Kimberly-Clark employees, whether those employees are based in the U.S., China, Australia, South Africa, Brazil or any other of the 36 corporate locations the company maintains worldwide.

Kimberly-Clark's robust Code of Conduct, which is available in 27 languages, focuses on the higher standard of doing the right thing, not just that which is legally required. To stress the importance of living by the Code, Kimberly-Clark requires formal training, team leader coaching, and publishes "Ethical Moments" – a series of articles which focus solely on the ethical dilemmas the company's employees may encounter in the workplace.

Evidence of Kimberly-Clark's high ethical standards can be found in its everyday business practices and its numerous awards. For example, Kimberly-Clark:

- Ranked No. 9 on the 2011 list of "World's 25 Best Multinational Workplaces" by the Great Place to Work Institute.
- Joined a number of leading global companies in the United Nations Global Compact (UNGC) to foster high ethical standards and sustainability.
- Participates as an active member of the World Business Council for Sustainable Development.
- Applies "design for environment" principles when developing and manufacturing products.
- Identifies a safe work environment as a core value and has created extensive training and measurement tools to ensure the protection of life, limb, and property.
- Adopted a "human rights in employment" policy to ensure universal human rights are protected for its employees on a global basis.
- Created "Open Opportunities" to help employees grow professionally with the company.
- Recognized, for the past three years, as one of the "100 Best Corporate Citizens" by *Corporate Responsibility* magazine.

In 2011, Kimberly-Clark was also the recipient of the Foundation for Financial Service Professionals 2011 American Business Ethics Award, which recognizes companies that exemplify high standards of ethical behavior in their everyday business conduct and in response to specific crises or challenges. The company also received the 2011 Greater Dallas Business Ethics Award.

About Kimberly-Clark

Kimberly-Clark 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 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 140-year history of innovation, visit www.kimberly-clark.com.

About Ethisphere Institute:

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. The Institute's premier membership group, the Business Ethics Leadership Alliance™, is a business ethics forum that includes more than 100 leading corporations, universities and institutions that collectively leverage their experience, expertise and innovative ways to address emerging compliance challenges. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>

SOURCE Kimberly-Clark Corporation

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