

Kleenex Brand Offers Custom Ovals For The Cheers And Jeers Of The 2012 MLB Postseason

-Program Helps Fans Support Their Team and Boys & Girls Clubs of America

DALLAS, Oct. 15, 2012 /PRNewswire/ -- As the 2012 Major League Baseball Postseason gets into full swing this October, fans everywhere will be on the edge of their seats enjoying the triumphs and tribulations that come with each game. Beginning today, fans can show their support by purchasing custom Kleenex brand oval tissue boxes with their favorite MLB Club on MyKleenex.com. Through November 15, 2012 fans that purchase an oval can give another one for free to someone who needs it, just in time for the postseason. In addition, Kleenex brand will make a donation to Boys & Girls Clubs of America.

As part of this effort, Kleenex brand is teaming up with Laura Posada, a philanthropist, mom and wife to retired MLB star, Jorge Posada. As an ultimate fan and supporter, she understands the ups and downs of the postseason, and is sharing ways to show support and simple gestures that show you care.

"This is a magical time of year when emotions run high and simple gestures of caring show that you support your team in good times and in bad," said Laura Posada. "That's why I've teamed up with Kleenex brand, to encourage fans to show their support with family and friends this season, whether they are rooting for their favorite MLB Club or for the athlete in their family, Kleenex brand custom ovals at MyKleenex.com are a great way to show you care."

At MyKleenex.com, you can adorn an oval container with your favorite MLB Club image and customize from there. Simply go to the website, choose your team and add a picture or message to create your personalized Kleenex brand package. MyKleenex.com was created to further build the connection that people feel toward the Kleenex brand as part of their daily lives and most emotional moments.

"For the past three years, Kleenex brand has engaged consumers in sharing tissues with each other as a gesture of caring. This Postseason, we want to give consumers the opportunity to further customize their sharing on MyKleenex.com," said Jim Schuh, Global Digital Marketing Manager at Kimberly Clark. "Because whether it's tears of joy or tears of sadness, Kleenex brand is there to support you."

Visit www.MyKleenex.com to purchase a custom Kleenex brand oval today and send one for free to a friend or family member to support their favorite team. All you have to do is enter the code, **PLAYOFFS**. In addition, Kleenex brand will make a \$5,000 donation to Boys & Girls Clubs of America. The mission of Boys & Girls Clubs of America is to enable all young people, especially those who need it most, to reach their full potential as productive, caring, responsible citizens.

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

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