

Kimberly-Clark Renews Effort To Help Families "Pick Up The Values"

Company Offers Simple Solutions to Help Parents Meet their Family's Growing Needs for Second Year

DALLAS, Sept. 2, 2014 /PRNewswire/ -- Due largely to the ease of mobile and online couponing, consumers are increasingly prepping before hitting the shelves. In fact, according to *eMarketer*, more than half of US adult internet users redeemed a digital coupon via any device for either online or offline shopping in 2013. To ease the burden on parents and provide simple solutions, Kimberly-Clark, the maker of trusted brands such as Huggies, Scott and Kleenex, is extending its Pick Up the Values program. Unique from traditional coupon offers, the online resource provides creative solutions to help families save time and money.

"We saw an overwhelmingly positive response to the Pick Up the Values program last year, including more than 1 million coupon prints and nearly 54,000 new fans, so extending the program into 2014 was an easy decision," said Lori Borchardt, Brand Manager - Enterprise. "Its success is attributed to the need for simple, parent-to-parent solutions for helping the family budget stretch to meet growing needs."

Starting on Sept. 2, consumers can visit www.PickUptheValues.com to download valuable coupons from participating Kimberly-Clark and Colgate-Palmolive brands, including Huggies diapers and wipes, Viva paper towels, Kleenex brand facial tissue and Cottonelle toilet paper. They can also visit www.Facebook.com/PickUptheValues for daily tips and tricks from expert blog partners, [Pretty Providence](#) and [Deal Seeking Mom](#), including:

- **Price check.** Obviously price checking every item you purchase would be very time-consuming, but set a personal spending limit and commit to price checking each purchase above that amount. These savings add up!
- **Start a gift closet.** Keep an eye out for end of season toy clearance sales and other sales to pick up gift items throughout the year. Store them somewhere easily accessible and shop your stash the next time you need a hostess or birthday gift!
- **Stock up early.** Stock up on essential household items, like toilet paper and diapers, early, so they don't break you at the end of the month!

Whether it's teaching mom the basics of deal seeking or offering valuable coupons to help dad on the emergency diaper run, Kimberly-Clark has you covered. For more information on Pick Up the Values and to learn more about participating Kimberly-Clark products, visit www.PickUptheValues.com or www.Facebook.com/PickUptheValues.

About Kimberly-Clark

Kimberly-Clark (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 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 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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