

Kimberly-Clark Announces Price Increases For North American Consumer Products Businesses

Increases to be Implemented in Second and Third Quarters of 2011 as a Result of Input Cost Inflation

DALLAS, March 17, 2011 /PRNewswire/ -- Kimberly-Clark Corporation (NYSE: KMB) today announced that its baby and child care and consumer tissue businesses are notifying customers of plans to raise prices in North America during the second and third quarters of 2011. The company said the increases are necessary to offset inflationary pressure from higher raw material and energy costs.

(Logo: <http://photos.prnewswire.com/prnh/19991117/KMBLOGO>)

Net selling prices in the U.S. and Canada for Huggies baby wipes and diapers, Pull-Ups training pants and GoodNites youth pants will increase on average between 3 and 7 percent, with implementation timing ranging from June 19, 2011 to August 17, 2011. In addition, net selling prices in the U.S. for Cottonelle and Scott 1000 bathroom tissue will increase approximately 7 percent, effective June 19, 2011. The price changes vary by brand and pack size. Kimberly-Clark's net sales in North America for these consumer products exceeded \$4 billion in 2010.

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

Certain matters contained in this news release concerning changes in finished product selling prices and the timing of such changes constitute forward-looking statements and are based upon management's expectations and beliefs concerning future events. There can be no assurance that these future events will occur as anticipated. For a description of certain factors that could cause the company's future results to differ materially from those expressed in any such forward-looking statements, see Item 1A of the company's Annual Report on Form 10-K for the year ended December 31, 2010 entitled "Risk Factors."

SOURCE Kimberly-Clark Corporation

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