

Kimberly-Clark Awarded First Novation NOVAPLUS® Contract For Hand Hygiene Products

Five-year Contract Makes Kleenex Brand Hand Hygiene Products Available to 100,000 Members and Affiliates served by Novation

ROSWELL, Ga., and IRVING, Texas, Jan. 21, 2014 /PRNewswire/ -- Kimberly-Clark and Novation today announced that for the first time in the history of the Kleenex® brand, Kimberly-Clark is offering its complete line of hand-hygiene products via an exclusive contract through NOVAPLUS®, the leading private-label brand for hospitals.

The new five-year agreement represents the first NOVAPLUS® contract for hand-hygiene products. Through the agreement, Kleenex® and Scott® antimicrobial hand soap and washes, instant hand sanitizers, dispensers, and hand lotion will be sold and supported through the program. This provides savings of up to 20 percent to the more than 100,000 hospitals and affiliates that Novation serves, including members of VHA, UHC, Children's Hospital Association and Provista. The effort is designed to help health care organizations — as well as educational institutions — lower costs and increase the quality of care and experience in the critical areas of hygiene compliance and infection prevention.

"Kimberly-Clark is continually impressed by Novation's commitment to delivering unsurpassed value to members while helping them improve hand hygiene compliance and patient outcomes," said Keith Kuchta, Vice President, Global Accounts and Strategic Partners, Kimberly-Clark. "We are honored to have the opportunity to offer additional value to the health care providers that Novation serves by deepening our long-standing relationship and continuing our commitment to provide best-in-class quality."

Through the agreement, effective Jan. 1, 2014, Kleenex® hand hygiene products will be sold and marketed using the recognition and support of the highly recognized NOVAPLUS® private-label program, which delivers the best financial value on the products and services that hospitals use most frequently.

"Hand hygiene is one of the most fundamental and important ways to prevent the spread of disease and we're thrilled to help the members we serve by offering Kimberly-Clark products, clinical education, and community support," said Brent Gee, senior director, Novation. "Kleenex® brand products are a trusted resource in the fight against infections, offering members exceptional value while supporting better patient outcomes. It's a perfect fit."

About Kimberly-Clark

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

Kimberly-Clark in the Healthcare Environment

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions, hygiene & cleaning offerings, and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. A global enterprise of more than \$1 billion, Kimberly-Clark Health Care holds the No. 1 or No. 2 market share position in several categories, including infection control solutions, surgical solutions, pain management, hygiene solutions, digestive health and respiratory health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX® tissues, KLEENEX® & SCOTT® skin care products and SCOTT® towels for day-to-day needs. For more information, visit <http://www.kchealthcare.com> and <http://www.kcprofessional.com>.

About Novation, Winner of the Ethics Inside® Certification

Founded in 1998, Novation is the leading health care supply chain expertise, analytics and contracting company for the more than 100,000 members and affiliates of VHA Inc. and UHC, two national health care alliances, Children's Hospital Association, an alliance of the nation's leading pediatric facilities, and Provista, LLC. Novation provides alliance members with sourcing services, as well as information and data services. Based in Irving, Texas, Novation develops and manages competitive contracts with more than 600 suppliers. VHA, UHC, and Provista members used Novation contracts to purchase approximately \$43 billion in 2012. Novation has earned the coveted Ethics Inside® Certification from Ethisphere Institute, a leading international think tank dedicated to the research and promotion of best practices in corporate ethics and compliance. Novation also was named on Ethisphere's World's Most Ethical Companies list, and is the only company in the health care industry to earn both distinctions for two consecutive years. To learn more about Novation, please visit www.novationco.com and follow @NovationNews.

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