

Viva® Brand Asks Americans To Break-Up This Valentine's Day

Viva® Brand Partners with Former Bachelorette and Break-Up Expert, Trista Sutter for the Launch of Viva® Vantage*

DALLAS, Feb. 14, 2014 /PRNewswire/ -- This Valentine's Day, Viva® brand is asking people to "break up" with their current paper towel by giving them the chance to test the stretchy-strength of new Viva® Vantage*, launching nationwide today. The revolutionary V-Flex* Weave technology of Viva® Vantage* has the best combination of strength, stretch and softness to give consumers great scrubbing power so they have the confidence to take on life's messes.

The program aims to convert other brand loyalists into Viva® Vantage* users by showing them the stretch and scrubbing power that Viva® Vantage* can provide. Viva® brand teams will visit homes across America to get the product into the hands of real people and put Viva® Vantage* to the test. The efforts are designed to show consumers first-hand why more people prefer Viva® Vantage* versus the national leading brand.

"We're incredibly excited about the launch of Viva® Vantage*. This new product represents an important extension of Viva® brand's total presence in the towel category," said Rachel Rhodes, senior associate brand manager for Viva® brand. "Once consumers experience Viva® Vantage* for themselves, they will realize there's a towel out there they can really trust to get the job done."

To help demonstrate the benefits of "breaking up", Viva® brand has teamed up with former "*Bachelorette*", "*Dancing with the Stars*" contestant and break-up expert, Trista Sutter to offer tips from her personal experience of breaking up on *The Bachelor* and moving on to finding the love of her life. According to data compiled from Facebook status updates, the time directly following Valentine's Day is statistically among the most popular for break-ups.[1] Because the holiday causes people to take a closer look at their relationships, it becomes a "make or break" situation for many couples. Trista will offer her advice on how consumers can gauge whether or not they are in a relationship that is working and inspire them to move onto something new.

"Having suffered an incredibly public break-up on *The Bachelor*, I know just how messy breaking up can be," said Trista. "Although it feels impossible to think about at the time, you have to tell yourself not to settle and never compromise. I am the quintessential example of breaking up and moving on; so partnering with Viva® brand on this program is a natural fit. I cannot wait to help consumers begin their relationship with new Viva® Vantage* paper towels."

To see why more people prefer Viva® Vantage* over the national leading brand, and to break up with YOUR old towel, visit <http://www.towelbreakup.com> and follow the brand on [Facebook.com/VIVATowels](https://www.facebook.com/VIVATowels) for exclusive content to help begin your new relationship.

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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[1] David McCandless, 2011

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