

KIMBERLY-CLARK INTRODUCES HUGGIES LITTLE MOVERS JEANS DIAPERS

DALLAS, May 20, 2010 - Kimberly-Clark Corporation (NYSE:KMB) today announced the nationwide availability of the limited edition Huggies Little Movers Jeans Diapers - a unique, fun and stylish denim-inspired fashion for babies during the summer months.

The new diaper is the first of its kind available in the United States and is available nationwide for a limited time from June through July 2010, where diapers are sold.

"Jeans have always been a Mommy fashion must-have, but now it's time for their little ones to steal the style," said Stuart Schneider, senior brand director of Huggies. "The design helps babies stay trendy while keeping dry with the same revolutionary design and proven leakage protection that moms have come to know and trust from the Huggies brand."

Huggies Jeans Diapers feature a fashionable blue denim design, providing parents and little ones everywhere with a trendy way to express their personal styles. First launched in Israel in 2007, Huggies Jeans Diapers have been a success in more than 20 countries around the world including Russia, South Korea, Mexico, Singapore and many more.

"Following the success of our global Huggies brand teams, we're inviting consumers to engage with the Huggies brand in the same way they would engage with a fashion brand they love," said Schneider. "From baby fashion shows to celebrity partnerships, we're challenging moms to look at diapers in a whole new way."

The release of the fashion innovation in North America will include a comprehensive integrated marketing program that will stop moms in their tracks and inspire them to purchase Huggies Jeans Diapers. Utilizing the same tactics as a fashion brand, the team is incorporating a mix of marketing elements that include fashion shows, celebrity partnerships, social media, public relations, digital and e-commerce partnerships, TV, mall and Internet advertising, as well as highly visible and unique in-store displays and cross promotions.

Huggies Jeans Diapers are available in three sizes, from size 3 (16-28 lbs) through size 5 (over 27 lbs) for a manufacturer's suggested retail price of \$9.59 for a jumbo pack and \$19.99 for a big pack (diaper count varies based on diaper size).

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

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