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Earns Award for Second Consecutive Year for Company's Leadership in Energy Management

DALLAS, March 4, 2010 - The U.S. Environmental Protection Agency (EPA) has named Kimberly-Clark Corporation (NYSE: KMB) as a 2010 ENERGY STAR Partner of the Year. For the second consecutive year, K-C will be recognized for its energy management practices and commitment to sustainable operations, resulting in significant energy and financial savings. K-C will be recognized at the ENERGY STAR awards ceremony in Washington, D.C. on March 18.

Kimberly-Clark is being honored for its continued focus on achieving its energy efficiency targets for its manufacturing processes as well as its energy conservation goals for all of its facilities. As part of its environmental vision 2010 program, K-C estimates that it has improved its worldwide energy efficiency by 4.4 percent since 2005. The company's energy efficiency initiative continues to generate ongoing cost savings while further driving K-C's long-term sustainability strategy.

"Kimberly-Clark is leading the fight against climate change through greater energy efficiency," said Gina McCarthy, EPA Assistant Administrator for Air and Radiation. "Kimberly-Clark's robust energy management program is a model for others and affirms that energy efficiency is our most cost-effective climate strategy."

In choosing Kimberly-Clark as an ENERGY STAR Partner of the Year, EPA specifically recognized the company's approach to energy management, which is an integral part of K-C's long-term strategy. In addition to its thorough tracking process of energy usage at its facilities, the company influences its supply chain to address imbedded energy costs in their operations. K C continues to invest in energy improvement projects including combined heat and power systems, landfill gas and biomass to power manufacturing sites and offices. The company also continued to launch energy and other sustainability awareness campaigns to further engage its employees worldwide.

"Earning the EPA ENERGY STAR Partner of the Year for the second consecutive year is a testament to our ongoing commitment to sustainable energy management practices throughout every aspect of our business," said Suhas Apte, Vice President of Global Sustainability at Kimberly-Clark. "Our partnership with ENERGY STAR allows us to collaborate on important issues and improve our environmental stewardship through energy efficiency, which is a critical component of K-C's sustainability strategy and long-term growth plans."

Kimberly-Clark has been a member of the ENERGY STAR program since 2007 and was originally recognized as an ENERGY STAR Partner of the Year in 2009. In addition, K-C is also involved in EPA's Climate Leaders, Green Power Partnership, Landfill Methane Outreach Program and SmartWay programs.

The ENERGY STAR award follows K-C's recent number one ranking on EPA's list of On-site Green Power Users as well as its top 20 ranking on the organization's National Green Power Purchasers list. In addition, K-C received its third consecutive Environmental Excellence award from EPA's SmartWay Transportation Partnership for leadership in reducing greenhouse gases and conserving energy.

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.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce greenhouse gas emissions through increased energy efficiency. Today, ENERGY STAR offers businesses and consumers energy-efficient solutions to save energy, money and help protect the environment for future generations. More than 17,000 organizations are ENERGY STAR partners committed to improving the energy efficiency of products, homes, buildings and businesses. For more information about ENERGY STAR, visit www.energystar.gov or call toll-free 1-888-STAR-YES (1-888-782-7937).

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