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KINGS HILL, UK, March 6, 2009-Kimberly-Clark Corporation (NYSE: KMB) today announces the launch of one of the most important new toilet tissue variants ever to be launched in the category; Andrex Shea Butter toilet tissue.

In an ever more competitive toilet tissue category, the Andrex brand is fulfilling its role as market leader of injecting and driving value and category growth in the premium segment. The launch of Andrex Shea Butter toilet tissue, with its luxurious dark brown packaging, Shea Butter enriched sheets and scented core, breaks the boundaries of the category. It challenges concepts and represents innovative, big brand behaviour, helping the brand to forge forward and stand out, despite the current economic climate.

The latest addition to the market leader's range has been developed in response to consumer insights showing that shoppers want a toilet tissue that offers a more sensorial experience, i.e. something that feels soft, looks luxurious and that has a gentle aroma and Andrex Shea Butter toilet tissue offers exactly this. Research also went on to reveal that despite the economic climate, shoppers are continuing to 'trade up' and treat themselves to a little pampering by investing in everyday luxuries that make them feel good. Shea Butter specifically meets this need and opportunity.

Carol Smith, Kimberly-Clark's Marketing Manager for the Andrex brand in the UK and Ireland says, "As the leading brand, it's our job to shift boundaries, challenge consumer perceptions as well as engaging shoppers with exciting new choices. Our job is to drive innovation that continues to grow the category that we lead. Premium products are still in demand, we know what our consumers want and as a result we've developed Andrex Shea Butter toilet tissue. The unique new look and feel will be unrivalled in the category and will seek to give customers a luxurious multi-sensory experience that's currently not offered by any other toilet tissue variant".

With the launch of this variant, the Andrex brand is delivering a series of new and unique features to the market. Not only is this the first toilet tissue to be enriched with Shea Butter - a Shea Butter scent has been added to the inner core giving consumers a light aroma when opening the pack. The rich brown packaging is also a category first. Designed to match the modern luxurious bathroom interior trends, this is a deliberate move by the Andrex brand away from the traditional white pastel colours that currently dominate the toilet tissue aisle. Research also revealed that consumers believed a rich brown pack colour represented luxury and gave the product a premium feel. The Andrex brand Puppy also features prominently on packs, stretched out sleeping on sumptuous brown silk.

Carol Smith continues: "Andrex Shea Butter toilet tissue joins our well-established premium toilet tissue variants Aloe Vera and Quilts, taking the premium toilet tissue category to an even higher level. The launch will be supported by an integrated marketing campaign comprising advertising, PR, in-store, POS and experiential,

aimed at attracting a predominantly female audience looking to upgrade their existing toilet tissue."

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's brands and the solutions they provide to enhance their health, hygiene and well being. With brands such as Kleenex, Andrex, Scottex, 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 137-year history of innovation, please visit www.kimberly-clark.com.

About Andrex

- 1 in 10 households own an Andrex cuddly toy
 - Since the first puppy advert in 1972, there have been over 120 ads starring the Andrex Puppy
 - 24 rolls of Andrex are being sold every second, making Andrex a £335 million brand
 - Andrex ranks 8th in the Top 100 UK Grocery Brands, making it the number one non-food brand in the UK
 - Andrex has a 33.5% value share of the total market by value (source: A C Nielsen, December 2008)
 - Andrex is the nation's favorite brand of toilet tissue - a position it has held for over 40 years
 - For further information, please go to www.andrex.co.uk
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<https://www.news.kimberly-clark.com/press-releases?item=124944>