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Dallas, Jan. 12, 2009 - To help make your home a special place for family and friends, Kimberly-Clark Corporation has teamed up with ABC's "The View" for year three of the Room-A-Day Giveaway sweepstakes to award 16 lucky winners \$25,000 each for a room makeover. Interior Designer, Author and Host of Dress My Nest's, Thom Filicia, on behalf of Kimberly-Clark, will launch the sweepstakes live today on "The View", and reveal his transformation of the show's out-dated dressing room area into a comfortable home-away-from-home for their celebrity guests.

Today through March 6, enter the sweepstakes daily online at www.RoomADayGiveaway.com, www.abc.com or via tear pads in participating retail stores. A total of 16 winners will be chosen; fifteen winners will be announced during the course of the "The View" program from Feb. 2 to Feb.15, which airs at 11a.m. ET on the ABC Television Network. The 16th and final winner will be revealed on the Room-A-Day Giveaway Web site on or around March 13.

"At Kimberly-Clark we understand that family is at the heart of every home," said Laura Keely, Director of Kimberly-Clark's Consumer Promotion Marketing. "Today budgets are tight and families are spending more time in their homes, so we're thrilled to provide 16 families with a \$25,000 room makeover to inspire them to enjoy those special family moments in a home that reflects their personal style."

Kimberly-Clark, together with Filicia, has created practical design tips that will help transform a living space into a haven for family and friends. As part of its mission, Kimberly-Clark through its trusted brands such as Kleenex, Cottonelle and Huggies, offers solutions for every room of your home to help improve the daily health, hygiene and well-being of families.

Here are some of Thom's favorite design tips:

- **Make Your Home Inviting:** Put comfort first by selecting furnishings for their usability. Choose beautiful, comfortable dining chairs rather than delicate antiques, and opt for a nap-worthy sofa with plenty of pillows.
- **Find Inspiration in Your Personal Belongings:** When selecting a room's color scheme, take cues from your own wardrobe and favorite personal objects.
- **Design on a Dime:** Forget high-end art galleries. A great way to stay on budget is to enlarge your favorite photo on a canvas or frame your children's artwork to add some playful elements to a room.
- **Brighten Up the Atmosphere:** Well-placed pools of light create islands of warmth. Place votives in

darkened corners or put a reading lamp with a soft light next to a super cushy sofa to help set the mood.

"It's my personal design belief that homes should be an extension of your family's style and personality," said Filicia. "So I am delighted to partner with Kimberly-Clark to makeover 'The View's' backstage area and to provide the tips and inspiration to help create the ideal living space for today's families."

Check out Filicia's design blog on the Room-A-Day Web site for a behind the scenes look at "The View" makeover and to learn more about his personal design philosophy. For additional design tips, complete sweepstakes rules and to enter the Kimberly-Clark Room-A-Day Giveaway, visit www.RoomADayGiveaway.com. For information on Kimberly-Clark and its brands, visit www.Kimberly-Clark.com.

"Our brands can be found in every room of the home bringing convenience and innovation to routine tasks," said Dawn Bates, manager of Kimberly-Clark's Consumer Promotion Marketing. "Through promotions like Room-A-Day and the solutions our brands provide, Kimberly-Clark helps today's busy mom take care of what she needs to get done so she can enjoy time with her family."

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 No. 1 or No. 2 share positions 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, visit <http://www.Kimberly-Clark.com>.

About The View

"The View" features Barbara Walters, Whoopi Goldberg, Joy Behar, Elisabeth Hasselbeck and Sherri Shepherd. It's the original forum in which real women discuss everyday issues and share their no-holds-barred opinions and engage in colorful conversations. Since its launch, "The View" has received 24 Daytime Emmy Awards, including Outstanding Talk Show. The show has received numerous nominations, including eleven consecutive nominations for Outstanding Daytime Talk Show and Outstanding Talk Show Host. Visit "The View" on the Web at ABC.com (keyword: theview). The program is broadcast in HDTV with 5.1-channel surround sound and is currently in its 12th season on ABC.

<https://www.news.kimberly-clark.com/press-releases?item=124956>