

# Kleenex Brand Introduces New Advancement In Facial Tissue Technology To Deliver Exceptional Softness & Strength

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**DALLAS, TX, Sept. 22, 2008** - Kimberly-Clark Corporation (NYSE: KMB) today announced the North American launch of the next generation in facial tissue performance through Kleenex Facial Tissue with Lotion. This enhanced product delivers a dramatic improvement in softness and strength to the Kleenex brand through a new proprietary advancement in tissue technology.

"Kleenex is the leading facial tissue brand because it consistently meets or exceeds consumers' needs by delivering new innovations to the marketplace," said Kim Underhill, president of Kimberly-Clark's North American Family Care Business. "Our newest facial tissue innovation combines a more soothing feeling with the strength desired by so many consumers."

The enhanced Kleenex Facial Tissue with Lotion, a super-premium 3-ply tissue, leverages a new proprietary surface treatment to deliver a recognizable improvement in tissue softness while at the same time increasing tissue strength by 17 percent versus its previous lotion offering.

The new tissue technology creates a demonstrable difference in softness and strength consumers can really feel. In comparative product testing, K-C found that a majority of consumers preferred the enhanced Kleenex Facial Tissue with Lotion over the major competitor's lotion tissue offering.

"We are changing the facial tissue category by offering consumers a softer, stronger and more soothing Kleenex brand facial tissue that delivers the next generation in product performance," said Underhill. "Up until now product changes in the category have typically improved strength at the expense of softness, and vice versa. This advancement in tissue technology resolves that issue, and will be notable in the category and only offered by the Kleenex brand."

Kimberly-Clark is introducing this proprietary technology on its Kleenex brand lotion product line first -- as lotion facial tissues represent the fastest growing segment of the facial tissue category - with sales growing an

average of 7 percent annually over the past three years (Source: AC Nielsen US Data '05-'07). The company plans to expand the new tissue technology in other Kleenex brand product lines in 2009.

To support the launch of the enhanced Kleenex Facial Tissue with Lotion, the Kleenex brand team will roll out a multi-million dollar marketing and consumer sampling campaign to enable consumers to physically feel the softness in the product. Elements of the campaign include the largest consumer product sampling effort in the history of the Kleenex brand - helping provide the "ultimate touch experience" by delivering more than 60 million samples to consumers. In addition, the campaign will utilize TV advertising, FSIs and in-store promotions.

"K-C is committed to driving sustainable growth of the Kleenex brand by launching new product and marketing innovations and we believe the enhanced Kleenex Facial Tissue with Lotion will create customer and consumer excitement in the facial tissue category," said Angela Fisher, Kleenex senior brand manager. "Our marketing efforts are designed to engage consumers at every touch point - in-stores, in-homes and in-market."

The enhanced Kleenex Facial Tissue for Lotion will be widely available at retail outlets across North America beginning in October.

#### **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 136-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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