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DALLAS, Sept. 10, 2008 - For the fourth consecutive year, Kimberly-Clark Corporation (NYSE: KMB) ranks No. 1 in the personal products category of the Dow Jones Sustainability World Index (DJSI World). The DJSI World rankings are based on the long-term economic, environmental and social performance of leading global companies across 57 industries.

Kimberly-Clark -- home to some of the world's most recognizable brands, including Kleenex, Andrex, Cottonelle, Huggies, Pull-Ups, Kotex and Depend -- was ranked No. 1 among a global peer group of 16 personal products companies.

"We are proud of our rankings in the Dow Jones Sustainability World Index," said Tom Falk, Chairman and CEO. "We recognize that only companies that build sustainability into the way they do business will have enduring success, and to that end, we are advancing sustainability throughout Kimberly-Clark."

In leading its industry, Kimberly-Clark ranked highly in the following areas:

- **Environmental Policy/Management:** Kimberly-Clark was recognized for its Environmental Vision program, which provides direction, objectives and targets to improve environmental management and performance. The company has made significant progress in this area and is now in its third five-year phase of the program, which is called Vision 2010.
- **Standards for Suppliers:** Kimberly-Clark was recognized for its *Sustainability at K-C: Guide for Suppliers* document and also its contract manufacturers risk assessments.
- **Customer Relationship Management:** Kimberly-Clark received superior marks for its consistently high consumer satisfaction, its process for incorporating consumer feedback into the company's

processes, and its third-party performance rankings in the Cannondale PowerRanking survey, in which Kimberly-Clark once again was ranked among the top 10 consumer packaged goods companies.

- **Corporate Citizenship/Philanthropy:** DJSI World acknowledged Kimberly-Clark's corporate giving as being in line with its mission to enhance the health, hygiene and well-being of people every day, everywhere. Also taken into account was the amount donated annually, which in 2007 totaled \$21.6 million in cash and product given by Kimberly-Clark and its employees.
- **Strategy for Emerging Markets:** The company's approach to consumers, local sourcing and local hiring in emerging markets was recognized.
- **Risk and Crisis Management:** Kimberly-Clark was recognized for its Enterprise Risk Management process and Global Risk Oversight Committee which oversees strategies for financial, strategic and compliance risks.

Only the top 10 percent of the world's largest 2,500 companies qualify for this prestigious list, with companies selected according to a systematic sustainability assessment that identifies the leaders in each industry group.

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 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. For more information on Kimberly-Clark's sustainability programs, please see the company's sustainability report at www.kimberly-clark.com/aboutus/sustainability.aspx.

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