

Kimberly-Clark Announces Price Increases For U.S. Consumer Products Businesses

DALLAS, May 23, 2008 — Kimberly-Clark Corporation (NYSE: KMB) today announced that its baby and child care and consumer tissue businesses are notifying customers of plans to raise prices in the U.S. during the third quarter of 2008. The company said the increases are necessary to offset significant inflationary pressure from higher raw material and energy costs.

Net selling prices for Huggies diapers, Pull-Ups training pants, Cottonelle and Scott bathroom tissue, Viva towels and Kleenex facial tissue, will increase on average between 6 and 8 percent, with implementation timing ranging from July 20, 2008 to August 31, 2008. The price changes vary by brand and in some cases by package count. K-C's net sales for these U.S. consumer products amounted to approximately \$4.5 billion in 2007.

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.

Copies of Kimberly-Clark's Annual Report to Stockholders and its proxy statements and other SEC filings, including Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, are made available free of charge on the company's Web site on the same day they are filed with the SEC. To view these filings, visit the Investors section of the company's Web site.