

Kimberly-Clark And ABC's 'The View' Award \$400,000 For Room Makeovers In The Room-A-Day Giveaway Sweepstakes

Dallas, Jan. 14, 2008 - Given the never-ending search to achieve balance in today's hectic world, Kimberly-Clark Corporation (NYSE: KMB) and ABC's "The View" have partnered to award 16 lucky winners \$25,000 each to makeover a room in their home in the "Room-a-Day Giveaway" sweepstakes. Lifestyle expert and best-selling author Stacy DeBroff, on behalf of Kimberly-Clark, will launch the sweepstakes live today on "The View" with a special segment with Sherri Shepherd in search of Kimberly-Clark products all over New York City. DeBroff will also share her simple tips to positively impact home and personal life.

Today through March 7, you can enter the sweepstakes daily via tear pads in participating retail stores or online at www.RoomADayGiveaway.com or www.abc.com. A total of 16 winners will be chosen; 15 winners will be announced on "The View" at 11AM ET on the ABC Television Network, daily from Jan. 28 to Feb. 15. The 16th, and final, winner will be revealed on the Room-A-Day Giveaway Web site on March 21.

A Resolution to Relax, Renew and Restore

With the everyday challenge of juggling the constant demands of home, family and career, small changes can help make a significant impact on today's busy woman's life. According to a recent survey conducted on behalf of Kimberly-Clark, over a quarter of women admit that they struggle to keep their home organized (although 64% believe it's an attainable goal) and nearly half say that finding balance in life is an ongoing challenge.

What's more, a majority of women agree that they would like more time to enjoy the things in life that bring them joy and happiness, including spending time with family (82%) and friends (42%). In fact, women surveyed noted that spending time with family (16%) is among the top New Year's resolutions that are kept, while personal time (4%) and home organization (10%) often fall by the wayside.

"More than ever, women today are looking for ways to better balance their busy lives by seeking practical time-saving tips and choosing dependable products," said Laura Keely, Director of Kimberly-Clark's Consumer Promotion Marketing. "We're thrilled with the opportunity to once again partner with 'The View' and connect with our consumers to share tips to make life at home happier, healthier and more fulfilling."

Everyone wins at www.RoomADayGiveaway.com where, Kimberly-Clark, together with Stacy DeBroff, has created tips and suggestions to help busy women tackle the challenges of their daily routine and enjoy everyday moments through simple suggestions that help relax, renew and restore perspective on home life.

- Relax...by setting the stage for some R&R. Curl up with a good book or tune into a DVD that's certifiably "chick-flick" material. Go ahead and let the waterworks flow, but keep a box of Kleenex brand facial tissues nearby for those inevitable tear-jerkers!
- Renew...your outlook when potty training begins and focus on everything your child does right, from making it to the potty on time to even the littlest successes along the way. Load on the rewards and praise for a job well done!

- Restore...your mindset by nurturing yourself. It isn't a luxury, it's a downright necessity! You need to replenish all the parenting energy that goes out to your child, all the work energy that your job consumes, the effort that you put into your household responsibilities, and all the emotional energy you use to keep close relationships with family and friends. So take some time each day to focus on yourself whether it's reading a book, giggling with a girlfriend or doing whatever takes your fancy.

For more of Stacy's tips, complete sweepstakes details and rules, or 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.

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 <http://www.Kimberly-Clark.com>.

About The View

"The View" features Barbara Walters, Whoopi Goldberg, Joy Behar, Elisabeth Hasselbeck and Sherri Shepherd. "The View", now in its 11th season, is the original forum where real women discuss everyday issues and share their no-holds-barred opinions and engage in colorful conversations. "The View" is seen weekdays (11:00 a.m.-12:00 noon, ET; CLOSED-CAPTIONED; in stereo, TV-14; HDTV) on ABC. "The View" is broadcast in 720 Progressive (720P), ABC's selected HDTV format, in stereo). Visit "The View" on the Web at www.abc.com/theview.

<https://www.news.kimberly-clark.com/press-releases?item=125002>