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DALLAS, Oct 2, 2007 Kimberly-Clark Corporation (NYSE: KMB) today announced it is expanding its consumer trial of Kleenex Naturals brand facial tissue and Scott Naturals brand bathroom tissue and paper towels in the U.S. These products, which have been available in select Wal-Mart stores since late 2006, contain a mix of high-quality, post-consumer recycled fiber and virgin fiber.

"Kimberly-Clark developed Kleenex and Scott Naturals products to meet a growing interest from customers and consumers who value recycled fiber products but do not want to sacrifice on quality or softness," said Gordon Knapp, Kimberly-Clark president of North Atlantic Family Care products. "We have been pleased with the success of our consumer trial so far and are now making these innovative products available to more shoppers."

Using a K-C proprietary technology, Kleenex Naturals brand facial tissues contain 20 percent high-quality recycled fiber and provide the product softness and quality consumers have come to expect from the Kleenex brand.

Scott Naturals bathroom tissue contains 40 percent recycled fiber, while Scott Naturals brand paper towels are made with 80 percent recycled fiber.

"All three of these innovative products provide superior performance when compared with other products containing recycled fiber and are priced in line with other mainline products," said Knapp.

Beginning this month, the Naturals brand line of products will be available in additional select Wal-Mart stores and a limited number of K-Mart stores and are also available on-line at Amazon.com and Drugstore.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. Everyday, 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 135-year history of innovation, visit www.kimberly-clark.com.