

Viva Brand Goes Pink To Support The Breast Cancer Research Foundation

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NEENAH, Wis., Sept. 27, 2007 To help capture the checkered flag in the race to cure breast cancer, Kimberly-Clark Corporation's (NYSE: KMB) Viva brand towels will once again rev up Brewco Motorsports' No. 27 Busch Series race car to support breast cancer research and awareness programs. Viva brand towels, the brand that encourages women to live life to the fullest, today announced their annual partnership with The Breast Cancer Research Foundation (BCRF) to help raise awareness and funds to combat breast cancer during October National Breast Cancer Awareness Month.

For the second consecutive year, Viva brand towels will sponsor the Brewco Motorsports' No. 27 race car during three Busch Series races to drive attention to this serious health issue by showcasing a new pink paint scheme along with a pink ribbon symbolizing breast cancer awareness. The race car will display the paint scheme during the Yellow Transportation 300 at Kansas Speedway (Sept. 29), the Dollar General 300 at Lowes Motor Speedway (Oct. 12) and the Sam's Town 250 at Memphis Motorsports Park (Oct. 27). In addition, the driver of the No. 27 car, Casey Atwood, and the entire Brewco pit crew will sport the color pink during the three races.

"The pink No. 27 car and crew will be an unforgettable sight for race fans," said Atwood. "Pink is not a color normally associated with NASCAR racing, which should help in shining the spotlight on the importance of finding ways to prevent and cure breast cancer."

In addition to the pink No. 27 race car, Viva brand towels has pledged to contribute up to \$200,000 to BCRF through donations linked to the purchase of specially designed Viva/BCRF 2-pack printed towels available at participating retailers during the month of October. During the same month, the brand will contribute \$5.00 to BCRF for every new visitor who signs up as a member on the brand's new Viva Diva Café Web site, launched today, up to \$50,000. For more information, visit www.vivadivacafe.com.

"With nearly 40 percent of NASCAR fans being women, the sport offers a great way to reach women in a unique setting to build awareness and support for breast cancer research and prevention," said Ellen Wheeler, Integrated Marketing Leader for the Viva brand. "The Viva brand is proud to join forces once again with our Busch Racing Series partner Brewco Motorsports to help raise funds for BCRF as they continue to search for a much needed cure for breast cancer."

The owner of the No. 27 car, Clarence Brewer Jr., also has a very personal reason for supporting breast cancer research. Brewer's grandmother passed away in 2000 after a five-year battle with breast cancer. He also has two aunts who are breast cancer survivors, and learned in 2006 that yet another member of his family - a cousin - was diagnosed with the disease.

"My family has obviously been impacted by breast cancer," said Brewer. "My team and I are proud to join our sponsor, Kimberly-Clark and Viva brand towels, and BCRF in support of finding a cure."

"Research is extremely important in helping find a cure for breast cancer and we are grateful to the Viva brand and Brewco Motorsports for their continued support," says Robbie Finke, Director of Marketing for BCRF. "In

2007, it is estimated that more than 178,000 women in the United States will be diagnosed with this disease, and over two million women living in the U.S. have been treated for breast cancer. The donations received from the Viva brand towels will help our research efforts in finding a cure."

About BCRF

The Breast Cancer Research Foundation is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and genetic research worldwide. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. For more information about BCRF, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

About Brewco Motorsports, Inc.

Central City, Kentucky businessman Clarence Brewer Jr. began the construction of his racing enterprise, Brewco Motorsports, in 1996 with one racecar and a small shop. This year, Brewer begins his 11th season as a car owner in the NASCAR Busch Series. With an unmatched reputation of delivering results both on and off the track, Brewco has elevated itself to not only a consistent championship contender but the marketing vehicle of some of America's most trusted brands. For more information, please visit www.brewco.com.

About Viva brand towels and Kimberly-Clark

Viva brand towels are soft and strong like cloth, and uniquely different from other paper towels. For more information, visit www.vivatowels.com.

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 hold the No. 1 or No. 2 share position 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.

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