

# Kimberly-Clark Consolidates North American And European Personal Care Advertising And Marketing Support With JWT

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DALLAS, May 25, 2006 - Kimberly-Clark Corporation (NYSE: KMB) today announced it is consolidating its North American and European personal care brand advertising and marketing support with WPP Group agency JWT. JWT, which currently provides support for K-C's family care brands worldwide including Kleenex, Scott, Cottonelle, Viva and Andrex, will also assume responsibility for the Huggies, Pull-Ups, Goodnites, DryNites, Depend, Kotex, Little Swimmers and Poise brands previously handled by WPP's Ogilvy & Mather.

"The consolidation of our North American and European personal care and family care marketing activities under the auspices of a single agency unifies our marketing approach by leveraging the reach, reputation and diversity of all our brands," said Steve Kalmanson, K-C Group President, North Atlantic Consumer Products. "This is consistent with our strategies of creating integrated solutions for our shoppers and users and becoming the indispensable partner to our customers."

Kimberly-Clark will maintain its relationship with Ogilvy & Mather for its personal care brands in all developing and emerging markets in Latin America, Asia-Pacific, Eastern Europe, and the Middle East and Africa.

## 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 position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 134-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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