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DALLAS, Jan. 18, 2006 Kleenex brand facial tissue, the official facial tissue supplier of the U.S. Olympic Team, announces the launch of its first-ever U.S. Olympic-themed television advertisement. The inaugural Kleenex brand spot, "Goalie," which is currently airing in movie cinemas and on major television and cable networks, will continue showing through the Olympic Winter Games, Feb. 10-26.

Focusing on the inspirational and emotional moments experienced by U.S. athletes pursuing their Olympic dreams, the commercial incorporates the brand's ongoing Kleenex Moments® branding and marketing theme. The 30-second spot features a young hockey player taking practice shots at a mystery goalie. Ultimately, the goalie is revealed to be the boy's mother, highlighting the strong bond and commitment between athletes and their No. 1 fans.

"Consumers know that Kleenex facial tissues and special moments of emotional significance, especially in an Olympic context, go hand-in-hand," said Steve Erb, associate marketing director for the Kleenex brand. "During Olympic competition, years of sacrifice and intense preparation can come together in a single performance. For the third consecutive U.S. Olympic Games, Kleenex brand tissues will be present to offer comfort in times of victory or heartbreak."

The Kleenex brand U.S. Olympic program also incorporates national radio and print elements and two online consumer sweepstakes.

The consumer sweepstakes are available now through the Olympic Winter Games. The Kleenex U.S. Olympic Gold Game sweepstakes will be promoted on approximately 32 million specially-marked packages of Kleenex facial tissue boxes and other Kimberly-Clark brand products, including Scott towels and bathroom tissue, Cottonelle bathroom tissue and Viva towels. The Kleenex Moments No.1 Fan for Life sweepstakes will be promoted online at www.kleenexmoments.com. Consumers can enter the sweepstakes and earn a chance to win great Kodak or Panasonic brand prizes.

Interactive Kleenex Moments Program to Follow Three Athletes and Their Moms During the Games, three mother-daughter pairs will share special Kleenex Moments that helped shape their athlete-mother relationships:

- U.S. bobsledder Vonetta Flowers and her mother, Bobbie Jeffery;
- U.S. speed skater Elli Ochowicz and her mother, Sheila Young-Ochowicz; and
- U.S. hockey forward Kelly Stephens and her mother, Kristine Stephens.

These interviews will be carried in a variety of news media outlets, and will also appear on a special "Mom's" Web site made possible through a partnership with NBCOlympics.com. In addition, consumers will be able to follow the life-journeys of these athletes as shared by their mothers through family photos and daily diaries.

"The 2006 Olympic Winter Games provides the Kleenex brand a great global venue to emotionally connect with

our consumers," said Gary Keider, marketing director for the Kleenex brand. "Kleenex brand tissues are always there for consumers not just during cold and flu seasons but in times and places that are emotionally important."

The Kleenex brand served as the exclusive facial tissue supplier to the U.S. Olympic Team during the 2002 Olympic Winter Games in Salt Lake City, and the 2004 Olympic Summer Games in Athens, Greece.

For more information about Kleenex facial tissue programs and products, log onto www.kleenex.com.

About Kleenex Facial Tissue

The world's first and America's best-selling facial tissue, the Kleenex brand is recognized by families in more than 150 countries. Invented in 1924, Kleenex tissues were initially marketed as a sanitary way to remove cold cream and makeup. Once advertising was shifted to emphasize the product's use as a disposable handkerchief, however, sales soared. Always the innovative leader, Kleenex brand facial tissue has met the needs of consumers for more than 80 years with products that provide the comforting, reassuring touch to make things better.

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.

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