

# Kimberly-Clark Is Making Spirits Bright With 2005 Holiday Designs

Dallas, Dec. 1, 2005 – Decorating homes for the holidays helps create a spirit of warmth and fun that makes the season special. To extend that special feeling to every room in the house, Kimberly-Clark Corporation (NYSE:KMB) is introducing a vibrant collection of 2005 holiday designs and products from its leading Kleenex, Viva and Cottonelle brands.

To help make spirits bright this holiday season, Kleenex brand offers a first-of-its-kind Kleenex Facial Tissue Holiday Oval carton, illustrated with shimmering 3-D "Ornaments on Parade" graphics. Available in seven cheerful colors, this distinctive oval Kleenex tissue carton adds a sophisticated and convenient holiday touch to any room, and represents the newest addition in the Kleenex Facial Tissue and Dinner Napkins Holiday Collection lineup.

Building on the theme, Viva Holiday Placemats provide both a fun way to decorate the holiday dining table and a quick and easy solution to clean-up. Printed with the "Ornaments on Parade" design theme, Viva Holiday Placemats feature an absorbent top layer and leak-proof backing. These placemats allow a fast and convenient way to clean up after holiday meals. To complement the placemats and provide the crowning touch to the holiday table, the collection of four Kleenex Dinner Napkins Snow Globe Dispensers are stunning and graceful, with the spectacular 3-D designs appearing so real, they jump right off the box.

Kimberly-Clark continues the holiday parade with the Viva Big Roll 2-pack Holiday Towels. These seasonal towels bring cheer to the kitchen with multi-color "Ornaments on Parade" designs. They coordinate with Viva Holiday Placemats and Kleenex Facial Tissue Holiday Oval to carry the holiday spirit from room to room. With an extra large roll of Viva Holiday Towels by their side, consumers can celebrate with family and friends all of the holiday season's special moments – even the messiest ones.

Not to leave out any room of the house, Cottonelle toilet paper captures holiday magic with a playful winter-themed packaging featuring the Cottonelle Puppy. The special package includes a premium offer of a free Cottonelle Puppy photo frame.

From the kitchen countertop, to the dining table, to the bath and every room in between, lively seasonal designs from Kleenex, Viva and Cottonelle add to the fun and warmth of the holidays throughout the home.

Photos of the Kleenex, Viva and Cottonelle brands holiday collection and winter-theme products are available on Kimberly-Clark's corporate Web site at:

[www.kimberly-clark.com/news/holiday\\_newsrelease.asp](http://www.kimberly-clark.com/news/holiday_newsrelease.asp).

## **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 133-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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