

# 'Kiss And Cry' With Olympic Athletes And Kleenex Facial Tissue

'Kiss and Cry' with Olympic Athletes and Kleenex Facial Tissue DALLAS, November 1, 2001 - In triumph or in defeat, Kleenex brand tissues will be at hand in February as the Official Facial Tissue Supplier to the 2002 Winter Olympic Games in Salt Lake City, Utah, and the 2002 and 2004 U.S. Olympic Teams. Kimberly-Clark (NYSE: KMB), the manufacturer of Kleenex tissues, will celebrate its Olympic involvement with commemorative facial tissue cartons, limited edition Kleenex UltraSoft Pocket Packs, and sweepstakes that offer consumers the opportunity to win a trip to the 2002 Olympic Winter Games.

"The Olympic Winter Games - with their special quality of sportsmanship and their exceptional field of athletes - always deliver emotional moments that have viewers reaching for a Kleenex tissue," said Gary Keider, Director of Marketing for Kleenex Folded Products. "We want Kleenex tissues to be at hand wherever they're needed - in the Kiss and Cry area at the figure skating arena, at the finish line for downhill skiing, in the speed skating rink and throughout the 2002 Games."

## **'Kiss and Cry' with Kleenex Tissues**

The sport of figure skating embodies the emotions of the Games, especially in the Kiss and Cry area where skaters await their scores after a performance. Kleenex will be there - for the tears of joy and sorrow - with a facial tissue carton bearing the Salt Lake 2002 Olympic Winter Games logo. Beginning in January 2002, Kleenex will offer, in retail outlets nationwide, the Salt Lake Olympic Winter Games carton, as well as two other commemorative cartons featuring the 2002 Olympic Winter Games mascots and 2002 Olympic Winter Games pictograms. (Download photos of Kleenex tissue Olympic Games cartons at [www.kimberly-clark.com](http://www.kimberly-clark.com) and go to news/press photo page.)

Kleenex will create a limited edition Kleenex UltraSoft Pocket Pack featuring Olympic graphics. The Pocket Packs will be included in the Opening and Closing Ceremonies gift bags, given to athletes and available as samples at various locations throughout Salt Lake City and Park City during the Games. The limited edition Pocket Packs will also be available to consumers in specially marked Kleenex Bundle Packs facial tissues available nationwide beginning in January 2002.

## **More Olympic Celebrations**

Consumers will have an opportunity to win a trip to the 2002 Olympic Winter Games or a trip to a past Olympic host city such as Barcelona, Spain; Sydney, Australia; or Squaw Valley, California, by participating in Kleenex national and local sweepstakes. Other prizes will include digital cameras and Kleenex Olympic merchandise.

Game pieces for the sweepstakes are planned to be distributed nationally in Sunday newspaper inserts on February 3 and February 10.

## **About Kleenex**

The involvement by Kleenex with the Olympic Winter Games is just one example of the ongoing Kleenex campaign to interact with consumers - not just during cold and allergy seasons - but in times and places that are emotionally important.

The world's first and 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, the Kleenex brand has met the needs of consumers for more than 75 years with products that provide the comforting, reassuring touch to make things better.

## **About Kimberly-Clark**

Kimberly-Clark Corporation is a leading global consumer products company with manufacturing operations in 41 countries. Kimberly-Clark brands of tissue and personal care products, such as Kleenex facial tissue and Cottonelle flushable moist wipes, are sold in more than 150 countries. For more information about Kimberly-Clark's well-known brands, visit the Kimberly-Clark Web site at [www.kimberly-clark.com](http://www.kimberly-clark.com).