

# Kimberly-Clark Launches Scott Brand Web Site

Kimberly-Clark Launches Scott Brand Web Site DALLAS, Oct. 19 -- Kimberly-Clark Corporation's (NYSE: KMB) North American Family Care Sector announces the launch of <http://www.scottbrand.com>, a Web site featuring information on Scott brand products, such as Scott Tissue, Scott Towels and Scott Napkins.

The site includes information on the full line of Scott bathroom tissue, paper towels and napkin products, as well as a demonstration of the absorbency of improved Scott Towels with Ridges. The site also showcases the print designs available on Scott Towels.

"The Scott brand is one of America's oldest and most treasured brands," said Dave Deising, Marketing Director of Scott Brands. "This site not only provides information about today's Scott products, but also chronicles the rich history of the brand."

The Scott Paper Company, which merged with Kimberly-Clark in 1995, was the first company to put bathroom tissue on a roll in the 1890s. The company in 1913 introduced a 1,000-sheet roll that remains the cornerstone of the Scott brand -- Scott Tissue. Scott Paper also invented paper towels in 1907 and, in 1931, Scott Towels became the first paper towel brand sold in grocery stores. The web site, <http://www.scottbrand.com>, features classic photographs of these vintage products and others.

"Drawing on the history of the brand for this site was important because of the immense brand loyalty of today's consumers of Scott products," Mr. Deising said. Consumers of Scott products are among the most loyal within the bathroom tissue, paper towel or napkin categories. The brand is particularly strong in the Northeast, in part because of the founding of Scott Paper Company in Philadelphia, Penn.

Kimberly-Clark's Family Care Sector in North America manufactures and markets leading tissue brands, including Kleenex, Scott, Kleenex Cottonelle, Kleenex Viva and Kleenex Expressions. Kimberly-Clark Corporation is a leading global manufacturer of tissue, personal care and health care products.

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