

Kimberly-Clark Forges New Alliance With Online Grocer Webvan

Agreement Gives Kimberly-Clark Category Management Role and Promotional Opportunities

DALLAS, April 12 -- Kimberly-Clark Corporation (NYSE: KMB) today announced the formation of a strategic alliance with Webvan Group Incorporated, an online grocery retailer. The alliance is the latest step in Kimberly-Clark's continued efforts to find innovative and effective ways to market its products to online consumers. The agreement between the two companies provides Kimberly-Clark with a significant opportunity to conduct research, gather data and test new interactive promotional vehicles to fully leverage the strength of Kimberly-Clark's well-known brands into the emerging Internet channel. Webvan gains a powerful manufacturing partner in Kimberly-Clark with its wealth of marketing expertise and market-leading brands.

In addition, Kimberly-Clark has been appointed category captain in the feminine care, facial tissue, bath tissue and adult care categories. As such, Kimberly-Clark will work with Webvan to develop category strategies and tactics focused on driving efficiencies and ensuring the best possible consumer experience.

"Many online shoppers are time-constrained and look to the Internet as a way to save precious minutes on everyday tasks," said Jane Boulware, vice president of Marketing Services and e-Business for Kimberly-Clark. "Consequently, Internet shoppers need to be able to quickly purchase items online that they know and trust. Kimberly-Clark's well-known, high-quality brands are a perfect fit for busy online shoppers.

"We are focused on being a leader in the online arena," Ms. Boulware added. "This alliance with Webvan Group and our work with other online retailers are examples of Kimberly-Clark's focused strategy to remain a leader among consumer products companies in understanding and effectively marketing to the consumer in every important channel. The Internet is definitely one of those important channels."

Kimberly-Clark Corporation is a leading global manufacturer of tissue, personal care and health care products. The company's global brands include Huggies, Pull-Ups, Kotex, Depend, Kleenex, Scott, Kimberly-Clark, Tecnol, Kimwipes and WypAll. Other brands well known outside the U.S. include Andrex, Scottex, Page, Popee and Kimbies. Kimberly-Clark also is a major producer of premium business, correspondence and technical papers. The company has manufacturing operations in 40 countries and sells its products in more than 150 countries.

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