



Kimberly-Clark Recognized again as a Top Corporate Citizen

Corporate Responsibility Magazine Cites Environment, Human Rights and Philanthropy among Company's Strengths

DALLAS, March 8, 2011 - For the third consecutive year, Kimberly-Clark Corporation (NYSE:KMB) has been recognized as one of the "100 Best Corporate Citizens" by Corporate Responsibility Magazine. Kimberly-Clark ranked eighth in the 2011 listing, making it the top-rated non-food consumer products company on the magazine's list.

The magazine's "100 Best Corporate Citizens" list has become one of the most-recognized corporate responsibility ranking of companies in the Russell 1000 Index based on publicly available information. It ranks companies in seven key categories: Environment, Climate Change, Human Rights, Philanthropy, Employee Relations, Finance and Governance. This year, Kimberly-Clark's highest scoring came from the Environment, Human Rights and Philanthropy categories.

"Kimberly-Clark is proud to be named among the leading corporate citizens," said Suhas Apte, Vice President of Global Sustainability at Kimberly-Clark. "Receiving this citation for the third consecutive year underscores our ongoing corporate commitment to sustainability and recognizes the exceptional efforts of our employees worldwide."

The list's top 10 corporate citizens are ranked as follows: Johnson Controls Inc., Campbell Soup Company, International Business Machines, Corp., Bristol-Meyer-Squibb Co., Mattel, Inc., 3M Co., Accenture, Kimberly-Clark Corporation, Hewlett-Packard Co., and Nike Inc. The full list is available at www.thecro.com.

The 100 Best Corporate Citizens list was first published in 1999 in Business Ethics Magazine, and has been managed by Corporate Responsibility Magazine (formerly CRO Magazine) since 2007. The list's open and transparent methodology is governed by a Methodology Committee of the Corporate Responsibility Officers Association (CROA).

Kimberly-Clark was recently included in the FTSE4Good Index Series for the eighth consecutive year for its work toward environmental sustainability, developing positive relationships with stakeholders, and upholding and supporting universal human rights. The company also received a perfect rating in the Human Rights Campaign 2011 Corporate Equality index, an annual survey that measures major businesses' efforts to build diverse and inclusive working environments. In addition, Kimberly-Clark recently became a signatory to the United Nations Global Compact, the world's largest corporate citizenship and sustainability initiative.

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 No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit www.kimberly-clark.com.