



Kimberly-Clark Unveils Redesigned Corporate Web Site

New Design, Images, Navigation and Technology Showcases K-C, Its Innovations and World-Famous Brands

DALLAS, Nov. 15, 2006 – To instantly connect visitors with Kimberly-Clark Corporation (NYSE: KMB), its innovations and world-famous brands, the company today unveiled a redesigned corporate Web site accessible at www.kimberly-clark.com. The site employs contemporary design, best-in-class navigation and technology and reflects K-C's mission of enhancing the health, hygiene and well-being of people every day, everywhere.

Tailored to the needs of consumers, prospective employees, customers, investors and news media, the K-C site is designed to serve as an online resource center. Organized into six sections, including the home page, About Us, Our Brands, Investors, Newsroom and Careers, the site provides a wealth of value-added content, information and helpful consumer tips. Through the use of streamlined navigation, visitors can quickly find the K-C information they are looking for from any section of the Web site in no more than three clicks.

"Our redesigned site aligns K-C more closely with its trusted brands, emphasizes our global scope and calls attention to our great legacy of innovation," said Tina Barry, vice president of Corporate Communications for Kimberly-Clark. "We hope visitors will find the site contemporary, user-friendly, and rich in health and hygiene tips – illustrating how K-C's innovative solutions improve people's lives."

Leveraging Uncluttered Environments to Share K-C Information

Insightful stories located on the home page provide parents, caregivers, office managers or anyone in between, helpful tips to enhance their health, hygiene and well-being. Topics range from bonding with babies, to potty training strategies, to helping prevent the spread of colds and flu to encouraging workplace safety.

A new section on innovation spotlights K-C's health and hygiene solutions and the role the company has played in the evolution of products such as disposable diapers, facial and toilet tissue and feminine pads.

The enhanced Our Brands section enables visitors to instantly connect with one of K-C's global businesses, while the expanded Consumer Brands page offers the ability to view, by country, all of K-C's global consumer brands, as well as access the Web sites of those brands with only two mouse clicks.

New features within the Investor section make it easier for current and potential investors to view K-C's historical performance and financial data. The improved Newsroom includes an online media kit and comprehensive contact list of K-C's global media relations team. And the Careers section offers current and prospective employees detailed information concerning employment opportunities, as well as the company's values and culture.

About Kimberly-Clark

Kimberly-Clark and its well-known global brand 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 134-year history of innovation, visit www.kimberly-clark.com.