



Kimberly-Clark Leads Personal Products Category of Dow Jones Sustainability World Index for the Fifth Year in a Row

DALLAS - Sept. 17, 2009 – For the fifth year in a row, Kimberly-Clark Corporation (NYSE: KMB) leads the personal products category of the Dow Jones Sustainability World Index (DJSI). Only the top 10 percent of the world's largest 2,500 companies qualify for this prestigious list, which is based on an evaluation of the economic, environmental and social performance of these companies.

"Leading our category in the Dow Jones Sustainability Index once again is a tremendous testament to the work and dedication of our teams around the world and to Kimberly-Clark's commitment to sustainability," said Chairman and Chief Executive Officer Tom Falk. "Sustainability is a core discipline at Kimberly-Clark and we are proud that year after year our work is being recognized. However, we realize that moving sustainability forward is an ongoing effort that requires the passion of our people and continued collaboration with our consumers, customers and users."

This year, in addition to being the overall leader in its category, the DJSI recognized Kimberly-Clark's performance in the following areas:

Environmental Policy/Management System

Kimberly-Clark was recognized for its Environmental Vision program, which provides direction, objectives and targets to improve environmental management and performance.

Customer Relationship Management

Kimberly-Clark received superior marks for its consistently high consumer satisfaction and its process for exploring consumer insights and incorporating consumer feedback into the company's processes.

Strategy for Emerging Markets

The company's approach to consumers, local sourcing and local hiring in emerging markets was recognized, as well as having a Developing & Emerging Markets president who reports directly to the company's CEO. In addition, DJSI recognized K-C's consistent annual revenue growth from D&E markets.

Risk and Crisis Management

Kimberly-Clark was recognized for its Enterprise Risk Management process and Global Risk Oversight Committee which oversees strategies for financial, strategic and compliance risks.

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 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 137-year history of innovation, visit www.kimberly-clark.com. For more information on Kimberly-Clark's sustainability programs, please see the company's sustainability report at www.kimberly-clark.com/aboutus/sustainability.aspx. For more information on the Dow Jones Sustainability Indexes please visit www.sustainability-indexes.com.