



## Kleenex Brand To Produce *let it out: the movie* As Part of 2008 Olympic-Themed Platform

### Fans Invited to Serve as Stars of the Movie by Sharing Their Favorite Olympic Games Moments and Memories

DALLAS, March 11, 2008 - Kleenex brand facial tissues today announced the production of a 40-minute documentary entitled *let it out: the movie* as part of its 2008 Olympic-themed platform and as an Official Supplier to the 2008 U.S. Olympic Team.

The documentary, a new foray into branded entertainment for the Kleenex brand, will spotlight the "let it out" moments in Olympic Games history best remembered by fans across the U.S., Olympians and Olympic hopefuls and those that inspire them in their own lives. The documentary will be filmed over the course of this spring and summer and will culminate with a world premiere at USA House during the Beijing 2008 Olympic Games in August.

The majority of Americans experience their favorite Olympic Games moments surrounded by their families, with 60 percent of people watching with their spouse and 40 percent with their children.<sup>1</sup> The Kleenex brand's U.S. Olympic-themed platform will look to these families to recall and share their emotions of these memories during the filming of *let it out: the movie* - truly employing the fans as the stars of the film.

"America is primed to 'let out' emotions in support of current and legendary Olympic athletes and to share these emotions with others," said Anya Schmidt, Kleenex brand manager. "With *let it out: the movie*, we are providing the public the canvas to revel in these memories and emotions and let them out. We are thrilled to embark on such a unique and exciting journey with the help of Olympic Games fans from across the U.S. in honor of the 2008 Games."

*let it out: the movie* is an extension of the Kleenex brand's let it out marketing campaign launched in 2007, and encourages consumers across the globe to release their emotions by offering the tools to let it out. As the Olympic Games represent an emotional time full of personal and athletic conquests, the Kleenex brand invites and encourages fans to sit on the blue couch to discuss their favorite moments, from Michael Johnson's double gold in the 1996 Atlanta Games to Michael Phelps' quest for greatness that continues in the upcoming Olympic Games.

Julie Foudy, Olympian, soccer star and three-time medalist, will serve as the program spokesperson and will travel to cities nationwide to share her own "let it out" moments from her career in the Olympic Games.

"As a U.S. Olympian, I know the intense emotions that come from being a part of such a monumental sporting event," said Foudy. "I am ecstatic to be working with the Kleenex brand to create a documentary that will explore the emotions associated with the Olympic Games and resulting in a film that will allow everyone to share in those same emotions."

The documentary will be directed and produced by Lookalike Productions, founded by twin sisters Lisa Lax and Nancy Stern. Lax and Stern have participated in the production of six Olympic Games and have won a combined 16 Emmy Awards for their production of more than 500 athlete profiles and short films, including their critically-acclaimed documentary, *Emmanuel's Gift*. Lax and Stern will utilize a Good Listener - broadcast journalist Paul Hochman - who will invite Olympic Games and U.S. Olympic Team fans and current and hopeful Olympians to sit on the Kleenex brand's blue couch and share their favorite stories and "let it out" Olympic Games memories. The tour will commence in April and end in June and will travel to select cities and U.S. Olympic Team Trials events. The Kleenex brand has been an official supplier of facial tissue to the U.S. Olympic Team since 2002, beginning with the Olympic Winter Games in Salt Lake City.

For more information and to share Olympic Games memories and stories, consumers can visit [www.letitout.com](http://www.letitout.com).

#### About Kleenex brand facial tissue

The world's first and America's best-selling facial tissue, the Kleenex brand is recognized by families in more than 150 countries. Invented in 1924, Kleenex brand facial tissues were initially marketed as a sanitary way to remove cold cream and makeup. Once advertising was shifted to emphasize the product's use as a disposable handkerchief, however, sales soared. Always the innovative leader, Kleenex brand facial tissue has met the needs of consumers for more than 80 years with products that provide the comforting, reassuring touch to make things better.

#### 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 and Scott, 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 136-year history of innovation, visit <http://www.kimberly-clark.com>.

<sup>1</sup>Source: Olympic Let It Out Survey, Taylor Knowledge Center, June 2007