



Kimberly-Clark Launches Second Year of 'The Depend Campaign to End Prostate Cancer' with Expanded Roster of Sports Legends

Four-month awareness campaign adds Hall of Fame sports legends Jim Kelly, Ozzie Smith and Mike Bossy with continued support from Ken Griffey, Sr., Rod Woodson, Joe Cortez and Len Dawson

DALLAS (June 3, 2010) - The American Cancer Society estimates that more than 192,000 men in the United States will be diagnosed with prostate cancer this year alone. With the goal of bringing an end to this terrible disease, Kimberly-Clark Corporation's Depend brand today launched the second year of "The Depend Campaign to End Prostate Cancer."

The four-month campaign, which kicks off this June in celebration of Men's Health Month and culminates in September with National Prostate Cancer Awareness Month, engages a star-studded lineup of sports legends as campaign ambassadors and awareness advocates. In addition to encouraging men to talk to their doctor to learn more about their risk for prostate cancer, each legend has pledged to share more about his personal experience with the disease as well as demonstrate to men how easy it is to be proactive about prostate health.

New additions to the lineup include: Hall of Fame quarterback Jim Kelly, Pro Baseball legend and Hall of Fame shortstop Ozzie Smith and Pro Hockey Hall of Famer Mike Bossy, who will help introduce the program in Canada. Returning to this year's team are Pro Football Hall of Famers Rod Woodson and Len Dawson, World Boxing Hall of Fame referee Joe Cortez and baseball legend and ZERO board member Ken Griffey, Sr.

Through 2010, proceeds from the purchase of each package of Depend Underwear for Men and Depend Guards for Men will contribute to a total donation of \$250,000 to ZERO - The Project to End Prostate Cancer to help fund education and research initiatives.

"More than 3.8 million men in the United States are currently managing some form of incontinence, many of whom are doing so as a result of a prostate-related health issue," said Mark Cammarota, Depend Brand Marketing Director at Kimberly-Clark. "The Depend brand continues to be a valued resource for consumers looking to maintain a healthy, active lifestyle while managing incontinence, and through 'The Depend Campaign to End Prostate Cancer' we remain committed to promoting much-needed discussion and publicizing that this disease is not only treatable, it's beatable."

Football great Jim Kelly turned 50 this year and joined the cause to convey to men the importance of early detection. Video and commentary from Kelly's most recent prostate specific antigen (PSA) test can be viewed on the campaign website, www.dependpca.com.

"During my 11 seasons playing professional football, I felt invincible - like nothing bad could ever happen to me," Kelly said. "After hearing about fellow athletes and friends who were diagnosed with prostate cancer, I knew I needed to be proactive about my prostate health, and now that I'm 50, that includes getting my PSA test done every year. I want men to know it's quick and easy - and it could save your life."

Prostate cancer is the second-leading cause of male cancer-related deaths in the U.S. and the single most diagnosed cancer among African-Americans and Hispanics. However, since 2005, nearly 100 percent of men diagnosed with the disease in its early stages are still alive five years later.

"As an African-American male and someone with a long family history of prostate cancer, I knew I had an increased risk for getting the disease," Griffey, Sr. said. "I was diligent about visiting my doctor every year, and it ultimately saved my life when I was diagnosed in 2006. Because I was able to catch it early, this July I'm celebrating four years cancer free, and I'm proud to team with the Depend brand and ZERO to help get men talking about prostate cancer, because staying silent doesn't save lives."

Early detection remains a critical step to surviving prostate cancer, and several factors, including proper diet and exercise, can decrease a man's probability of becoming afflicted.

"Our hope for future generations is that prostate cancer becomes a thing of the past," said Skip Lockwood, Chief Executive Officer of ZERO - The Project to End Prostate Cancer. "We commend Kimberly-Clark and the Depend brand for their commitment to making men more aware of their prostate health and the steps that can be taken to reduce their risk for the disease."

The campaign-specific micro site, www.dependpca.com, offers men and their families a comprehensive resource library that

includes a database of articles, essays and tools to help them ask the right questions and make smart decisions about prostate health. The site also features a multimedia section that spotlights each of the campaign ambassadors and includes their video testimonials, providing visitors a unique, first-person account of each ambassador's life experience with prostate cancer.

For more information about "The Depend Campaign to End Prostate Cancer," visit www.Depend.com.

About ZERO - The Project to End Prostate Cancer (www.ZeroCancer.org) Zero prostate cancer deaths. Zero prostate cancer cases and for those with prostate cancer, it means a zero PSA. Our name conveys what we stand for - zero tolerance for prostate cancer.

At ZERO, we commit ourselves not only to reduce prostate cancer or alleviate the pain from the disease but to end it. We see a future where all men who have been diagnosed with prostate cancer will be cured or manage their illness with good quality of life, with the support they need to minimize physical and emotional suffering and to cope effectively throughout their cancer journeys.

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 138-year history of innovation, visit www.kimberly-clark.com.