

January 23, 2013

Kleenex Brand Ignites Gesture of Care Movement by Surprising Lucky Fan with a Care Pack Delivery from Brooke Burke-Charvet

DALLAS, Jan. 23, 2013 -- In the height of what is considered the worst flu season in recent years, Kleenex brand, America's softest tissue[1], is completing the gesture of care by hand-delivering Kleenex Care Packs to unsuspecting fans across North America - and one lucky fan just got the surprise of his lifetime.

Brooke Burke-Charvet, well-known for her role as host of the hit show, "Dancing with the Stars," surprised a deserving Los Angeles resident this morning with a hand-delivered Kleenex Care Pack, complete with Kleenex Facial Tissue, lip balm, hand sanitizer and a plush blanket - all the essentials needed for a quick recovery this cold and flu season.

"It warms my heart to have the opportunity to bring someone a little extra comfort during one of the worst flu seasons I can remember," said Burke-Charvet. "The Kleenex Care Pack is the ultimate way to give a bit of soothing comfort- a small gesture that can make a big difference. I encourage everyone to get involved by visiting the Kleenex Facebook page and nominating your own friend. Who knows- another celebrity could be knocking on your door next!"

Ingemar Hulthage, nominated by his fiance on the Kleenex Facebook page as part of the Care Sweepstakes, was just getting over a bout of the flu when Brooke, accompanied by Kleenex brand representatives, knocked on his door. "I was completely overwhelmed and pleasantly surprised to see Brooke at my door! The surprise was such a nice gesture and the Kleenex Care Pack will definitely help me get through this tough cold and flu season," said Hulthage.

This is just one of 84 in-person Care Pack deliveries that will be made in select cities across North America through April 7. All but three deliveries will be made by local couriers. Three lucky fans will be chosen for the celebrity Care Pack delivery - one each in Los Angeles, Atlanta and Chicago. To nominate a deserving friend for a future Care Pack delivery, visit [Facebook.com/Kleenex](https://www.facebook.com/Kleenex). The winner of each Care Pack delivery will be chosen at random from a list of nominations on the Kleenex Facebook page[2].

Every year, more than 62 million cases of the common cold are reported in the United States, according to the National Institute of Allergy and Infectious Diseases. Kleenex brand knows that once consumers experience the softness of Kleenex brand tissues, they will be eager to share it with other cold and flu sufferers, friends and strangers alike, as a way to show they care. To send your own Care Pack to someone in need, consumers can visit their local retailer, purchase a specially-marked Kleenex brand Bundle Pack and redeem the code on the box. Then simply visit Kleenex.com and follow the directions to send a Care Pack to someone who needs a little care, while supplies last[3]. Bring home America's Softest Tissue and make the care complete. Together, we'll turn a seemingly-small gesture into something bigger, to make everyone feel better.

Kleenex brand is committed to building on the legacy of innovation and offering products that help consumers care for themselves and their families. Kimberly-Clark's passion for creating essentials for a better life has driven them to invent five of eight major consumer product categories in which they compete. Today, Kimberly-Clark and Kleenex brand continue driving category growth through new innovations like the introduction of Kleenex Cool Touch tissue and Kleenex Anti-Viral tissues. Their innovations will continue as they strive to become more responsive to their customers, shoppers and users' unmet and anticipated needs.

Visit www.kleenex.com for store locations and additional product information.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trusts Kimberly-Clark brands and the solutions they provide to enhance their health, hygiene and well-being. Kimberly-Clark brands such as Kleenex, Scott, HUGGIES, Pull-Ups, Kotex and Depend, hold number one or two share positions in more than 80 countries. To keep up with the latest Kimberly-Clark news and to learn more about the company's 140-year history of innovation, visit www.kimberly-clark.com.

[1] Comparing like national brand tissues.

[2] Available through 4/7/13 in select cities. Some restrictions apply. See website for details.

[3] Available through 4/30/13, while supplies last. Some restrictions apply. See website for details.