



Kimberly-Clark Realigns Agency Support For its Consumer Brands

DALLAS, June 23, 2010 - Kimberly-Clark Corporation (NYSE: KMB) today announced it is realigning creative agency assignments within WPP Group agency roster shops in order to receive single agency support globally by sector.

Effective immediately, Ogilvy & Mather will be responsible for K-C's baby and child care and adult and feminine care brands globally, and JWT will be responsible for the company's family care brands globally.

According to K-C's Chief Marketing Officer, Tony Palmer, the decision to align its consumer brands globally with existing WPP roster shops better positions the company to more fluidly transfer ideas and best practice while ensuring greater efficiency and speed to market.

"This move is made to better position Kimberly-Clark to capture global growth and efficiency opportunities while eliminating potential conflict barriers," said Palmer.

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.