



Kimberly-Clark Launches Huggies Pure & Natural Diapers; New Super Premium Diaper Provides Exceptional Gentle Care For Babies

K-C Also Introduces New Enjoy the Ride Rewards Program for Moms

DALLAS, April 13, 2009 - Kimberly-Clark Corporation (NYSE: KMB) today announced the launch of Huggies Pure & Natural diapers, a super premium diaper that includes natural, organic materials and ingredients to provide gentle protection for new babies, as well as initial steps toward environmental improvements, without sacrificing performance.

The new Huggies Pure & Natural diaper is hypoallergenic, latex and fragrance free and features a breathable outer cover that includes organic cotton. The liner includes natural Aloe & Vitamin E and materials from renewable sources, and the product's outer packaging is sourced from 20 percent post-consumer recycled materials. The new diaper will be offered in 6 sizes, from newborn through size 5.

K-C expects the Huggies Pure & Natural diapers will help the brand build inroads with those moms who are most interested in products that include natural materials to provide the best care for their babies. According to a K-C consumer research study, the moms surveyed expressed a strong interest in purchasing Huggies brand diapers that included organic and natural materials.

"The new Huggies Pure & Natural diaper is designed for moms who desire to provide their babies the best and most gentle care without sacrificing comfort and protection, while using a product that includes organic and natural materials," said Robert Thibault, president of Kimberly-Clark's North American Infant, Baby & Child Care business. "This innovative Huggies brand diaper offers delicate protection for baby, along with the increased use of renewable materials, ushering into the category a new disposable diaper that delivers the utmost in performance and care along with steps toward environmental improvements."

K-C's retail partners have also shown a strong interest in the new Huggies premium diaper. Most of the company's customers have already submitted orders to begin offering Huggies Pure & Natural diapers as part of their infant and baby care product offerings.

"Based on the preliminary response we've received thus far, we expect the unique attributes this diaper offers will be well-received by moms and our retail customers, and will help drive incremental dollar growth in the category," said Thibault.

The launch of Huggies Pure & Natural diapers will be supported by an integrated marketing campaign to include print and online advertising, Web sites, FSIs and in-store promotions. The new diaper will be featured as part of the Huggies brand's recruitment program for moms, which includes childbirth education, sampling, in-hospital TV programming and direct mail.

Huggies Pure & Natural diapers will be widely available in North American retail outlets later in April. For more information on the new Huggies brand diapers, visit www.huggiespureandnatural.com.

Huggies Brand to Roll-Out New Rewards Program

Kimberly-Clark today also announced the launch of a new Huggies brand rewards program - *Enjoy the Ride Rewards* - which targets the millennial mom, offering her chances to earn valuable rewards, win instant prizes, and more. Beginning April 13, moms can sign up for the rewards program by going to www.enjoytheriderewards.com. To earn rewards points, moms enter special codes that will be located on direct mail pieces, magazine ads, and online. Points can also be earned by referring friends, watching videos, providing opinions, or sharing ideas within the program's Web site.

To help create excitement around the launch of *Enjoy the Ride Rewards*, the Huggies Brand will be giving away a one year's supply of diapers every day for the next year. Moms who sign up to join the program are eligible to win this daily prize. "During these uncertain economic times, providing moms access to a rewards program that enables them to have fun, talk to each other, and share their opinions, while accumulating points and redeeming them for a chance to win fabulous prizes, is a win-win for both moms and the Huggies brand," said Jeff Dawson, vice president of the Huggies brand. "The *Enjoy the Ride Rewards* program is designed to establish a strong relationship with moms as they begin their journey through motherhood - ultimately creating Huggies advocates, and thus loyal users of Huggies branded products."

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.