

## Kimberly-Clark Repeats Ranking Among 'World's Most Ethical Companies' in 2013

**DALLAS, March 6, 2013** - The Ethisphere Institute today announced that Kimberly-Clark Corporation (NYSE: KMB) again ranks among the "World's Most Ethical Companies" in 2013, according to the seventh annual survey results released today by the leading business ethics think-tank.

"At Kimberly-Clark, we strive to live a culture of integrity in all that we do," said Tom Falk, chairman and CEO of Kimberly-Clark. "This distinction from Ethisphere reflects on the actions of more than 58,000 Kimberly-Clark employees worldwide who pursue authenticity, accountability, innovation and caring in countless business decisions every day. I am grateful for this opportunity to recognize their efforts."



Kimberly-Clark received multiple honors and awards for its governance, citizenship and sustainability practices over the past year, which further supported today's Ethisphere ranking:

- No. 4 among the "World's Best Multinational Workplaces" in 2012, as ranked by the Great Place to Work Institute.
- No. 1 consumer goods company in Newsweek's "2012 Green Rankings" and No. 56 overall among the 500 biggest U.S. companies.
- No. 18 among the "100 Best Corporate Citizens 2012," Kimberly-Clark's fourth straight year in the top 20 on the survey compiled by Corporate Responsibility Magazine.

To compile its rankings, Ethisphere reviewed hundreds of candidates and a record number of applications using its proprietary process. Those companies that excel beyond their industry peers are named to the exclusive list of "World's Most Ethical Companies." This year's list, the largest since the award's inception in 2007, includes organizations from 36 industries and more than 100 countries. Kimberly-Clark repeats on the list for the first time in 2013 after its debut appearance in 2012.

"Not only did more companies apply for the World's Most Ethical Companies recognition this year than any year in the past, which demonstrates that ethical activity is an important part of many of these companies' business models, but we are also seeing more companies be proactive and create new initiatives that expand ethics programs and cultures across entire industries, such as industry-based ethics associations and other activities," said Alex Brigham, executive director for Ethisphere, based in New York. "We are excited to see the 2013 World's Most Ethical Companies take these leadership positions, and embrace the correlation between ethical behavior and improved financial performance."

Ethisphere Institute applies a rigorous methodology in its scrutiny of applicants, a process that includes reviewing firms' codes of ethics; track records of litigation or regulatory infractions; investments in innovation and sustainable operating practices; activities that improve corporate citizenship; and supporting nominations from executive leaders, industry peers, suppliers and customers. Comprehensive details will be published in the 2013 Quarter 1 issue of *Ethisphere Magazine*.

### 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 trust K-C's 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 No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the Company's 141-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

### About Ethisphere Institute

The research-based Ethisphere Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures, Ethics Inside Certification®, Compliance Leader Verification and Anti-Corruption Program Verification. More information on the Ethisphere Institute, including ranking projects and membership, can be found at [www.ethisphere.com](http://www.ethisphere.com).