



Road Trip Anyone?

May 23, 2011
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Dallas, May 23, 2011 - During the summer, family travel is a certainty. And with nine out of 10 summer trips spent in personal vehicles, one thing is just as certain: Moms are in charge of both entertainment and essentials while on the road. This summer, in conjunction with the much anticipated theatrical release of Disney•Pixar's *Cars 2*, Kimberly-Clark is helping mom keep her family running on all cylinders.

The Kimberly-Clark and Disney program will provide mom with the solutions she needs for her job as the family's Pit Crew Chief, while helping her earn great *Cars 2* rewards for her crew—including movie tickets, coloring books, character die-cast cars and more!

Between now and July, consumers can find the *Cars 2* promotional sticker on trusted Kimberly-Clark brands, including Kleenex facial tissue, Pull-Ups training pants, Viva paper towels, Scott paper towels, Cottonelle bath tissue and Huggies diapers and wipes. The more Kimberly-Clark products mom buys for summer stock-up, the more credits she can redeem for premium *Cars 2* items. Visit www.KIMBERLY-CLARK.com/CARS2 to learn more.

"We are thrilled to work with Disney to celebrate the release of *Cars 2*, this summer's action-packed big-scream adventure from Disney•Pixar," said Deborah Hannah, Kimberly-Clark's Enterprise Integrated Marketing Planning Director. "Together, we will help make moms' jobs easier this summer by providing a bit of *Cars 2* fun every time she stocks up on the everyday essentials she needs to keep her family on track, whether they're on the road or off."

Deborah added, "From having enough Scott paper towels on hand for spills, to Kleenex brand facial tissues with sneeze shield, Kimberly-Clark brands have mom covered."

STOCK UP, EARN REWARDS

To earn *Cars 2* rewards, simply purchase participating Kimberly-Clark brands with the *Cars 2* label and enter the code found in the black box on the label at Kimberly-Clark.com/CARS2. Products can be purchased in multiple transactions and codes can be entered until September 30, 2011. After you enter the code, you will receive a free gift voucher delivered by mail. The following rewards can be redeemed at participating retailers:

- Collect 20 credits from participating Kimberly-Clark product and get a *Cars 2* Mattel Die-Cast Car or Crayola Giant Coloring Pages
- Collect 35 credits from participating Kimberly-Clark product and get a *Cars 2* Mattel Die-Cast Car with Lights & Sounds or Crayola Color Wonder
- Collect 50 credits from participating Kimberly-Clark product and get a \$10 VISA Prepaid Card or *Cars 2* Movie Voucher

In addition to the retail promotion, Kimberly-Clark's trusted brands are supporting the new Disney•Pixar release through social media. Kimberly-Clark will partner with five of the nation's most influential parenting bloggers to host a *Cars 2* contest. Through the contest, five lucky families will win a summer road trip package, complete with Kimberly-Clark necessities, the original *Cars* DVD and a portable DVD player.

For more information on the Kimberly-Clark's trusted brands and the *Cars 2* premium giveaways, visit www.KIMBERLY-CLARK.com/CARS2.

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, Cottonelle and Viva, 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 139-year history of innovation, visit www.kimberly-clark.com.

ABOUT THE MOVIE

Star racecar Lightning McQueen (voice of Owen Wilson) and the incomparable tow truck Mater (voice of Larry the Cable Guy) take their friendship to exciting new places in "*Cars 2*" when they head overseas to compete in the first-ever World Grand Prix to determine the world's fastest car. But the road to the championship is filled with plenty of potholes, detours and hilarious surprises when Mater gets caught up in an intriguing adventure of his own: international espionage. Mater finds himself torn between assisting Lightning McQueen in the high-profile race and towing the line in a top-secret mission orchestrated by master British super spy Finn McMissile (voice of Michael Caine) and the stunning rookie field spy Holley Shiftwell (voice of Emily Mortimer). Mater's action-packed journey leads him on an explosive chase through the streets of Japan and Europe, trailed by his friends and watched by the whole world. The fast-paced fun includes a colorful new all-car cast, complete with menacing villains and international racing competitors.

John Lasseter returns to the driver's seat to direct this follow-up to his 2006 Golden Globe®-winning "Cars." "*Cars 2*" is co-directed by Brad Lewis, producer of the Oscar®-winning film "Ratatouille," and produced by visual effects industry veteran Denise Ream (associate producer, "Up"; visual effects executive producer, "Star Wars: Episode III - Revenge of the Sith"). The film hits the track on June 24, 2011, and will be presented in Disney Digital 3D¹ and IMAX® 3D in select theaters.

¹ According to the National Household Travel Survey taken by the Bureau of Transportation Statistics.