



Kimberly-Clark Introduces U by Kotex Product Line

Bold New Products Represent Significant Milestone in Kotex Brand's History

DALLAS, March 16, 2010 - Kimberly-Clark Corporation (NYSE:KMB) today announced the national launch of U by Kotex - an innovative feminine care solution that offers bold new packaging, feminine product design and empowers women to change the conversation surrounding women's health.

The new U by Kotex line includes tampons, pads and liners available in brightly colored and eye-catching designs, and serves as the Kotex brand's first step in redefining the category by encouraging women to change the conversation surrounding feminine care from one of shame and embarrassment to one of open, honest dialogue.

"For the past 50 years, advertisers - Kotex included - have been perpetuating this cultural stigma by emphasizing that the best menstrual period is one that is ignored," said Andrew Meurer, Vice President, North American Group Brands Feminine/Adult/Senior Care at Kimberly-Clark. "The way the Kotex brand will be positioned in the future will be very different. We are changing our brand equity to stand for truth, transparency and progressive vagina care. Moving forward, the tone of the Kotex brand's marketing will adhere to its new tagline - Break the Cycle."

According to Break the Cycle: A Study on Vaginal Health*, a study conducted online in August 2009 by Harris Interactive® on behalf of U by Kotex among more than 1,600 North American women aged 14-35, 7 in 10 women believe it's time for society to change how it talks about vaginal health, yet less than half (45%) feel empowered to make a difference. Based on that research, U by Kotex aims to help women understand and be comfortable with their femininity and bodies.

"U by Kotex empowers women and young girls to challenge euphemisms that hide the truth," said Aida Flick, Brand Director, Kotex. "As the brand that created the feminine care category more than 90 years ago, it is only appropriate that the Kotex brand is once again taking the lead in empowering women to change the conversation around the importance of women's health."

Unique Product Design

The U by Kotex Click tampons start compact, but expand to full-size with just one click. The click lets women know the tampon is ready to use. The U by Kotex pads feature a unique dual cover which includes a soft film center and cottony soft non-woven side barriers/wings. The soft film center pulls the fluid away from the body while the non-woven side barriers provide a breathability that helps keep women cool and comfortable. Sheer sides make the U by Kotex Barely There Thin Liners nearly invisible, providing discreet protection that is flexible and perfect for everyday use. In consumer testing, the U by Kotex product line performed well compared to other competing brands' products.

Integrated and Extensive Marketing Campaign

Stemming from a multi-agency partnership with JWT, Marina Maher Communications, Organic, Inc. and Mindshare World, the U by Kotex product launch will be supported by an integrated marketing program scheduled to begin the week of March 15. The campaign includes a product integration on the Tyra Banks Show, a cause-related campaign entitled Declaration of Real Talk that supports Girls for a Change, a community-driven Web site, targeted print, TV and online advertising, direct-to-consumer online communications, extensive consumer sampling and retail in-store support. The new U by Kotex product line will be shipped to major U.S. retailers beginning March 28.

About the U by Kotex product line and Kimberly-Clark

U by Kotex, the newest line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Black boxes and neon wrappers signify the bold stand that U by Kotex is taking to turn current category conventions upside down.

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.

***Complete survey methodology available upon request.**