



Kleenex Brand Launches New Anti-Viral Tissue

Innovative Product Kills 99.9% Of Cold And Flu Viruses

DALLAS, July 14, 2004 -- Kimberly-Clark Corporation (NYSE: KMB) today announced a new facial tissue product from the Kleenex brand designed to kill viruses that cause colds and the flu. Strong enough to stand up to a cold or flu virus, but gentle enough for everyday use, Kleenex Brand Anti-Viral* tissue is the only facial tissue that offers these benefits. Kleenex Anti-Viral tissue will begin shipping in late August and will be available at retail outlets throughout the United States by early October 2004.

"With the new Kleenex Anti-Viral tissue, Kimberly-Clark is extending the Kleenex brand further into the realm of personal and public health," said Robert P. van der Merwe, group president, North Atlantic Family Care for Kimberly-Clark. "This new product helps address an important health issue that affects millions of people each year. Kleenex Anti-Viral tissue is the only facial tissue that kills cold and flu viruses, providing consumers another tool in their fight to help stop them.

"The Kleenex brand has helped bring comfort and peace-of-mind to consumers for the past 80 years. Kleenex Anti-Viral tissue was developed in response to the needs of our consumers and is specifically designed to help stop viruses that can cause colds and the flu."

New Patented Design Helps Stop Cold and Flu Viruses

Kleenex Anti-Viral tissue relies on a patented, super premium 3-ply tissue design with a moisture-activated middle layer that is treated with an anti-viral formula. When moisture from a cough or sneeze hits the middle layer, Kleenex Anti-Viral tissue begins working immediately, ultimately killing 99.9% of cold and flu viruses* in the tissue within 15 minutes. The formula is made from citric acid and sodium lauryl sulfate, common ingredients found in everyday consumer products. Citric acid is used as a flavoring agent in soft drinks, while sodium lauryl sulfate is found in many shampoos and detergents.

"Through research, we learned that it's increasingly important to consumers to protect their families against common cold and flu viruses," said Mr. van der Merwe.

"In fact, 90 percent of consumers we spoke with were interested in purchasing Kleenex Anti-Viral* tissues and said they'd recommend the product to others."

According to Dr. Winkler G. Weinberg, a leading expert on infectious disease and author of *No Germs Allowed, How To Avoid Infectious Disease at Home and On the Road*, the first line of defense for preventing the spread of colds and the flu should be using a disposable tissue when you cough or sneeze.

"Kleenex Anti-Viral tissue sets a new standard in the ongoing battle against cold and flu viruses," said Dr. Weinberg. "Most consumers don't realize that colds and the flu traditionally spread in different ways. Cold viruses are generally transferred through the hands when we touch something or someone infected with these germs and then touch our mouth, nose and eyes. Flu viruses, however, are usually transmitted through droplets coughed or sneezed into the air."

Additional Details About Kleenex Anti-Viral Tissue

In addition to the moisture-activated middle layer that is scientifically proven to kill 99.9% of cold and flu viruses* in the tissue, a subtle blue dot pattern on the middle layer visually distinguishes Kleenex Anti-Viral tissue from other facial tissue products.

Kleenex Anti-Viral tissue will be available in two package sizes, an upright 60-count and a family size 120-count, affordably priced with suggested retail prices of \$1.39 and \$1.99, respectively.

Beginning in October, Kimberly-Clark will support the new product rollout with an aggressive advertising and promotion effort. The campaign will include print, cable and network television and syndicated and national network radio advertising as well as special events, consumer sampling, couponing and educational programs.

To download photos of Kleenex Anti-Viral tissues, visit the Photo Library on Kimberly-Clark's Web site at www.kimberly-clark.com.

About Kleenex and Kimberly-Clark

The world's first and best-selling facial tissue brand, Kleenex is recognized and trusted by families in more than 150 countries. Invented in 1924, Kleenex tissues were initially marketed as a sanitary way to remove cold cream and makeup. Advertising was later shifted to emphasize the product's use as a disposable handkerchief, and sales soared. Always the innovation leader, the Kleenex brand has met the needs of consumers for the past 80 years with products that provide comfort when dealing with the sniffles, colds and little messes that go with everyday life.

Kimberly-Clark and its well-known global brands are an indispensable part of life for people around the world. Every day, 1.3 billion people--nearly a quarter of the world's population--trust K-C brands 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 132-year history of innovation, visit www.kimberly-clark.com.

*Begins working immediately, ultimately killing 99.9% of cold and flu viruses in the tissue within 15 minutes. Effective against Rhinoviruses Type 1A and 2 (Rhinoviruses are the leading cause of the common cold); Influenza A and Influenza B (causes of the flu); Respiratory Syncytial Virus (RSV-the leading cause of lower respiratory infection in children).