

FOR IMMEDIATE RELEASE

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**KIMBERLY-CLARK PROFESSIONAL SIMPLIFIES BRANDING**  
**FOR CLEANROOM GLOVES AND OTHER CLEANROOM PRODUCTS**  
***SAFESKIN\* Gloves to be Integrated Under the KIMTECH PURE\*  
Brand Worldwide***

ROSWELL, Ga. (January 5, 2007) – To make it easier for customers worldwide to select its products for cleanroom environments, Kimberly-Clark Professional will be consolidating all of its cleanroom products under the KIMTECH PURE\* brand name.

The new global branding system will consist of 3 elements: the KIMTECH PURE\* brand name, a simple “Alpha Numeric” product selection formula and a short description of the product. The “Alpha Numeric” formula will consist of a letter identifying the product type (e.g, G = Gloves; M = Masks) as well as a number (1-9) indicating the product performance level.

“We’ll be offering the same high quality, innovative products, with only the name and packaging being changed,” said Carolina Krevolin, Category Manager for Kimberly-Clark Professional. “This intuitive new labeling system will benefit the scientific channel and product end-users by making it easier to select products”.

The first step will be to transition all cleanroom gloves to the KIMTECH PURE\* brand; cleanroom masks will follow at a later date. While the brand name and packaging will change, the products themselves will not.

To aid in the transition, packaging will feature dual branding for up to 6 months -- as product inventories become depleted. By summer of

2007, all product packaging will feature only the KIMTECH PURE\* brand name.

For more information on the new KIMTECH PURE\* line of cleanroom products or to obtain the new catalog for Kimberly-Clark Professional's products for Cleanroom Environments, visit [www.kcprofessional.com](http://www.kcprofessional.com) or call 1-800-346-GOKC.

### **About Kimberly-Clark Professional**

Kimberly-Clark Professional offers a range of well-known brands and product solutions for workplace settings, Do-It-Yourselfers (DIY) and away-from-home washrooms. Kimberly-Clark Professional workplace products include safety apparel, gloves and related accessories as well as task-engineered wipers for both "clean" and "dirty" manufacturing environments. DIY and professional contractor products include solutions for home improvement and automotive projects that make fixing up and cleaning up fast, easy and efficient. Known for innovative, quality solutions,

Kimberly-Clark Professional's pioneering products include Coreless Bath Tissue, JRT® Bath Tissue, the KIMCARE® ALL-N-1 Skin Care System and KIMTECH® Wipers. Kimberly-Clark Professional's well-known brands include KLEENEX®, SCOTT®, WYPALL®, KIMTECH®, KLEENGUARD\* and KIMCARE®. Kimberly-Clark Professional, located in Roswell, Ga., is a division of Kimberly-Clark Corporation (NYSE: KMB), and can be visited on the web at [www.kcprofessional.com](http://www.kcprofessional.com)

### **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 - almost 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 134-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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