



FOR IMMEDIATE RELEASE

EDITOR CONTACT:

Iris Raylesberg, Kapnek Communications
215-830-9890 / iris@kapnek.com

Kara Herron, Kimberly-Clark Professional
770-587-8049 / kara.herron@kcc.com

**ALIEN PURSUIT OF TOILET TECHNOLOGY CHRONICLED
IN FINAL 'ALIEN DROPPINGS' VIDEO**

*Kimberly-Clark Professional Produces and Posts
Winning Contestant's Script at www.aliendroppings.com*

ROSWELL, Ga. (July 8, 2008) – They're back!!! Those pesky, potty-obsessed aliens from Kimberly-Clark Professional's otherworldly video contest are appearing once more on a computer screen near you.

To view the final installment in their intergalactic search for the next space-age technology, visit www.aliendroppings.com.

When last spied in a two-part video at the site, these mysterious extraterrestrials had made off with the universe's first electronic toilet paper dispenser, leaving a terrified human and an unpleasant "dropping" in their wake. The video ended with a challenge: Create a script for a third encounter between earthling and alien and win a Sony HD video camera valued at \$1,200.

Now, more than 84,000 web hits later, Kimberly-Clark Professional has produced the winning script by Daniel Kane, a graduate student at Tufts University. The new video picks up where the first installments left off and sheds a light on why the creatures traveled from a distant galaxy to capture this innovative, new technology and then return it to its toilet stall home.

The contest represents one of Kimberly-Clark Professional's first forays into the viral video realm. The goal was to promote a new business-to-business offering – eJRT, the first touchless electronic bath tissue dispenser for public restrooms.

"eJRT is a ground-breaking, first-of-its-kind product," said Ming Xie, Category Manager for Kimberly-Clark Professional. "This contest allowed us to have some fun promoting a restroom technology that might well be appealing to a superior life form."

In addition to the grand prize, one first-prize winner received a year's supply of Kleenex Cottonelle bathroom tissue. Five second prize winners received a Potty Gift Pack of assorted restroom products.

About Kimberly-Clark Professional

Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business segments and can be visited on the web at www.kcprofessional.com. 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.

#