



EMBARGOED UNTIL 11:00 am EDT, Wednesday, August 5

**Kimberly-Clark Sets the Bar Higher for Tissue Products
with Stronger Global Forest Policy**

*Greenpeace Ends Its “Kleercut” Campaign and Applauds the Company’s
Sustainability Efforts*

Washington -- Aug. 5, 2009 -- Kimberly-Clark Corporation, the maker of Kleenex, Scott and Cottonelle brands, today announced stronger fiber sourcing standards that will increase conservation of forests globally and will make the company a leader for sustainably produced tissue products. Greenpeace, which worked with Kimberly-Clark on its revised standards, announced that it will end its “Kleercut” campaign, which focused on the company and its brands.

“We are committed to using environmentally responsible wood fiber and today’s announcement enhances our industry-leading practices in this area,” said Suhas Apte, Kimberly-Clark Vice President of Environment, Energy, Safety, Quality and Sustainability. “It is our belief that certified primary wood fiber and recycled fiber can both be used in an environmentally responsible way and can provide the product performance that customers and consumers expect from our well-known tissue brands. We commend Greenpeace for helping us develop more sustainable standards.”

Kimberly-Clark has set a goal of obtaining 100 percent of the company’s wood fiber for tissue products, including the Kleenex brand, from environmentally responsible sources. The revised standards will enhance the protection of Endangered Forests and increase the use of both Forest Stewardship Council (FSC) certified fiber and recycled fiber. By the end of 2011, Kimberly-Clark will ensure that 40 percent of its North American tissue fiber – representing an estimated 600,000 tonnes – is either recycled or FSC certified, an increase of more than 70 percent over 2007 levels.

“Today, ancient forests like the Boreal Forest have won,” said Richard Brooks, Greenpeace Canada Forest Campaign Coordinator. “This new relationship between Kimberly-Clark and Greenpeace will promote forest conservation, responsible forest management, and recycled fiber as far and wide as possible.”

Also by the end of 2011, Kimberly-Clark will eliminate the purchase of any fiber from the Canadian Boreal Forest that is not FSC certified. This forest is North America’s largest old growth forest, providing habitat for threatened wildlife such as woodland caribou and a sanctuary for more than one billion migratory birds. It is also the largest terrestrial storehouse of carbon on the planet, storing the equivalent of 27 years worth of global greenhouse gas emissions.

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Furthermore, the revised standards reinforce Kimberly-Clark's long-standing ban on use of wood fiber from illegal sources; adds a preference for post-consumer recycled fiber; and supports expansion of recycling initiatives and the identification, mapping and protection of areas that have the potential to be designated as Endangered or High Conservation Value forests.

"These revised standards are proof that when responsible companies and Greenpeace come together, the results can be good for business and great for the planet," said Scott Paul, Greenpeace USA Forest Campaign Director. "Kimberly-Clark's efforts are a challenge to its competitors. I hope other companies pay close attention."

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, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 137-year history of innovation, visit www.kimberly-clark.com.

About Greenpeace

Greenpeace is the leading independent campaigning organization that uses peaceful direct action and creative communication to expose global environmental problems and to promote solutions that are essential to a green and peaceful future.

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CONTACTS:

Kay Jackson
Kimberly-Clark
817-658-3004 (cell)
kay.jackson@kcc.com

Daniel Kessler
Greenpeace USA
510-501-1779
dkessler@greenpeace.org

Richard Brooks
Greenpeace Canada
416-573-7209
richard.brooks@greenpeace.org

Notes to the Editor:

1. The full text of Kimberly-Clark's Fiber Procurement Annex can be found at www.kcc.com
2. The Forest Stewardship Council third party certifies that forests are responsibly managed. Certified products bear the FSC logo and can be traced back to specific forest areas. For more information, please visit www.fsc.org.
3. As a result of Kimberly-Clark's announcement, Greenpeace will end its "Kleercut" campaign and update its website to publicly recognize Kimberly-Clark's positive actions. More information can be found at www.greenpeace.org/kleercut