

## **Innovation Strategy Pays Off For Kimberly-Clark**

REIGATE, UK - Feb. 3 2009 – Global health and hygiene giant, Kimberly-Clark, today celebrates two victories after winning 'Product of the Year' awards in the UK's largest consumer survey, designed to highlight the biggest product innovations in the FMCG industry.

Leading toilet tissue brand Andrex was named Household Paper Product of the Year for its 'Hello Softie' mainline product as well as Kids' Hygiene Product of the Year for Andrex 'Moist for kids'.

The awards follow a strategic focus on the customer, shopper and user insights needed to drive real innovation and bring solutions into the market place that make a real difference to people's lives. Kimberly-Clark's ambition to become an indispensable partner to the retail trade by driving category growth, led by innovation is part of this strategic focus.

Troy Warfield, Kimberly-Clark Vice President, said: "We have focused on investing in insights to drive our innovation, communication and activation that has seen our consumers recognize this through our share growth and the "Product of the Year" achievements.

"This year we will continue to invest in our brands and drive our marketing campaigns that reach people in new and exciting ways - deliver innovation and value for our consumers and continue to align Kimberly-Clark with the needs of our customers."

### **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's brands and the solutions they provide to enhance their health, hygiene and well being. With brands such as Kleenex, Andrex, Scottex, 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 137-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).