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EDITOR CONTACTS:

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

Sharnel McLeod, Kimberly-Clark Professional
770-587-8048 / sharnel.mcleod@kcc.com

**Kimberly-Clark Professional Establishes Jackson Safety Brand
For Respiratory and Other Products**

*Rebranding Effort Underscores Expansion of Kimberly-Clark Professional
Safety Business*

ROSWELL, Ga. (April 6, 2010) – As part of the continuing integration of Jackson Safety into its global safety business, Kimberly-Clark Professional will be adding Jackson Safety to its roster of well-known and trusted global brands.

The rebranding effort includes a new Jackson Safety product logo that will be incorporated into the Kimberly-Clark Professional brand framework and begin appearing this spring on respiratory, hearing protection, and glove products.

“Jackson Safety’s reputation and heritage are tremendous assets that complement Kimberly-Clark Professional’s global reach and innovations expertise. The introduction of the new Jackson Safety brand is another important step forward in continuing our business evolution and growth, as well as our commitment to the safety industry,” said Thomas Burns, president, Kimberly-Clark Professional Global Safety.

Over time, the Jackson brand logo will appear on other safety products in the line. As part of a broader branding initiative, Kimberly-Clark Professional is launching a new advertising campaign called “Let’s Get It Done.” The campaign links the strength and breadth of its safety offering to business challenges encountered every day by manufacturers across North America.

“This campaign is about more than product,” said Burns. “Our commitment to safety is exemplified by our own world-class safety record. Add to that our global manufacturing expertise and we’re able to bring important advantages to customers who are looking to improve worker safety, increase productivity and uncover cost-savings.”

Kimberly-Clark acquired Jackson Safety in April 2009. The acquisition enabled Kimberly-Clark Professional to offer a greater selection of high-quality solutions against a broader range of safety categories, including welding and work zone safety products.

As with other Kimberly-Clark Professional Safety offerings, all Jackson Safety brand products will include an alpha-numeric naming system, which is designed to make product selection easier with an intuitive performance-tiered labeling system to help safety professionals select the appropriate PPE for the task.

For more information about Kimberly-Clark Professional's Safety business, visit www.kc-safety.com.

About Kimberly-Clark Professional

Kimberly-Clark Professional is an indispensable business partner, delivering leading-edge health, hygiene and productivity solutions that provide tangible value every day, everywhere. Kimberly-Clark Professional is also committed to reducing environmental impact at every stage in a product's life cycle with its Reduce Today, Respect Tomorrow* program. Known for innovative, quality solutions for away-from-home washrooms, "clean" and "industrial" manufacturing environments, and DIY settings, the global brands of Kimberly-Clark Professional include Kleenex, Scott, Kimcare, WypAll, KleenGuard, and Kimtech. With the acquisition of Jackson Safety, Kimberly-Clark Professional offers an even broader range of PPE and other safety offerings, including welding and work-zone safety products. Located in Roswell, Ga., Kimberly-Clark Professional is one of Kimberly-Clark Corporation's four business segments and can be visited on the web at 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 - 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 the 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 138-year history of innovation, visit www.kimberly-clark.com.

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