

KIMBERLY-CLARK LAUNCHES DENTABURST™ FRESHENING TEETH CLEANERS

- On-the-go fresh breath alternative helps you be ready with that confident smile -

ROSWELL, Ga. (Jan. 29, 2008) – Kimberly-Clark is launching DENTABURST™ Freshening Teeth Cleaners, an effective way to clean teeth and freshen breath on-the-go. Unlike mints or gum, DentaBurst™ Freshening Teeth Cleaners remove plaque from the surfaces of teeth, leaving them feeling smooth and clean.

A great smile is recognized as a critical health and beauty essential. Like good skin and hair, a great smile is a sign of health and beauty – a seemingly effortless enhancement to your appearance.

“But brushing on-the-go is awkward and inconvenient and most gums and mints just mask bad breath and don’t clean your teeth,” says Stephanie Earley, Market Manager for DentaBurst™. “DentaBurst invigorates your mouth for a clean, fresh, confident smile anytime, anywhere.”

DentaBurst™ Freshening Teeth Cleaners is available in mint or cinnamon flavors. An intense burst of flavor freshens breath. Each DentaBurst™ is individually wrapped, and smaller than a credit card to allow busy people a convenient way to clean teeth and freshen breath anytime, anywhere. DentaBurst™ debuts in a 12-pack with a selection of contemporary package designs to fit an individual’s sense of style.

“Generation Yers have opportunities every day to meet new people, make great impressions, and experiment with new things, and they know their appearance makes a difference,” says Bruce Williamson, director of marketing for Kimberly-Clark. “In our research, teens and young adults have told us they love DentaBurst for its ability to clean teeth and freshen breath for a confident smile. We believe DentaBurst should be a part of their beauty routine.”

DentaBurst™ Freshening Teeth Cleaners is currently available nationwide at Target Stores, CVS/Pharmacy, Walgreen's, Rite Aid and many grocery stores. Look for it in the dental aisle.

About Kimberly-Clark

Kimberly-Clark (NYSE: [KMB](#)) 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 position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 135-year history of innovation, visit <http://www.kimberly-clark.com>.

###

SUPPORT OF CLAIMS

- Generation Y most conscious of fresh breath from any age group

Source: "Interest in fresh breath highest among 18-24 year olds" - Oral Care: The Consumer, US, June 2007, Global Information Incorporated

- In the mature oral care market...potential room for growth in new "fun" products

Source: Oral Care: The Consumer, US, June 2007 Global Information Incorporated

- Gums and mints mask bad breath

Source: Focus group consumer research