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**For Immediate Release**

**DENTABURST™ FRESHENING TEETH CLEANERS LAUNCHES  
OUTSHINE EVERYONE VIDEO CONTEST  
Contestants Compete for \$10,000 and Silver Screen Debut**

**Roswell, Ga., Feb. 15, 2008** – This award season, claim your rightful place on the silver screen and contend for a chance to win \$10,000 by entering the *Outshine Everyone Video Contest* hosted by DentaBurst brand freshening teeth cleaners.

The contest guidelines are simple: visit [DentaBurst.com](http://DentaBurst.com) or [YouTube.com](http://YouTube.com) from Feb. 15 to March 30 to submit a short video (no longer than 20 seconds) highlighting an occasion when a great smile and a burst of confidence are necessary.

Five regional semi-finalists, to be announced on April 14, will each receive \$500 and a chance for a live screening of their video at a local theater prior to the feature presentation.

You help pick the winner. The American public will vote for the best confidence-boosting short video at [DentaBurst.com](http://DentaBurst.com) from April 21 - May 15.

On May 30, the grand prize winner will pocket \$10,000 to host a *Bursting Out* party celebrating his or her big screen debut. The winning video will premiere in 10 major market theaters across the country in June.

For contest details and more information visit [DentaBurst.com](http://DentaBurst.com). No purchase is necessary to enter or win.

**About DentaBurst Brand Freshening Teeth Cleaners**

DentaBurst brand freshening teeth cleaners are an effective way to clean teeth and freshen breath on-the-go. Unlike mints or gum, the DentaBurst brand product removes plaque from the surfaces of teeth, leaving them feeling smooth and clean. Available in mint or cinnamon flavors and packaged with a contemporary design, DentaBurst brand freshening teeth cleaners are individually wrapped and smaller than a credit card and are currently available nationwide at Target stores and CVS/pharmacy. DentaBurst is a product of Kimberly-Clark Corporation's EGI (Enterprise Growth Incubator) Division. For more information visit [www.DentaBurst.com](http://www.DentaBurst.com).

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