

January 18, 2012

Kimberly-Clark de Mexico to Acquire the Evenflo Feeding Accessories Business.

Kimberly-Clark de Mexico (KCM) announced that it has entered into an agreement to purchase the Evenflo feeding accessories business from Evenflo Company Inc.

The Evenflo acquisition is in line with KCM's strategy for growth through the entry into new categories, markets and territories.

Evenflo's feeding accessories business consists of bottles, nipples, cups, and breast pumps mainly in the U.S., Canada and Mexico. In addition, the acquisition includes the car seats and gear products business in Mexico (Evenflo Company Inc. will continue manufacturing and selling these in the rest of the world).

This transaction provides access to markets estimated to be \$700 million dollars in the United States and \$220 million dollars in Mexico. The acquired businesses sales amounted to \$62 million dollars in 2011.

The main drivers of the acquisition are:

- Evenflo is a nearly 100-year, well-recognized brand in the baby and child care segment.
- Good strategic fit with KCM's baby and child care knowledge, as well as with KCM's marketing, selling and innovation capabilities.
- Important growth potential through increased penetration, market share gains, mix improvement, product diversification and geographic expansion.
- Identified synergies between KCM and the acquired businesses.

Evenflo Company will provide transition services in the coming months. Kimberly-Clark Corporation will provide support to the KCM-Evenflo business U.S. operations.

The acquisition is subject to regulatory authorizations in the U.S. and is expected to be closed on January 31st 2012.

Kimberly Clark de Mexico is engaged in the manufacture and commercialization of disposable products for daily use by consumers within and away-from-home, such as: diapers and child care products, feminine pads, incontinence care products, bath tissue, napkins, facial tissue, hand and kitchen towels, wet wipes and health care products. Some of the main brands are: Huggies®, Kleen-Bebé®, Kleenex®, Kimlark®, Pétalo®, Cottonelle®, Depend® and Kotex®.