

July 5, 2004

Mr. Rusty Lucas
P. O. Box 422
Sandusky, OH 44871

Dear Mr. Lucas:

Thank you for your recent letter to Kimberly-Clark. We are happy to provide you with some background information about KLEENEX® facial tissue.

Our facial tissue is manufactured using natural pulp (wood) fibers, and not human skin. In 1924, women's growing use of cosmetics and cold cream gave Kimberly-Clark a market for its tissue as an economical makeup remover. Until then, women had traditionally used a cloth towel, which was usually hung on the back of the bathroom door. Kimberly-Clark advertised its product as a "sanitary cold cream remover" that could be thrown away after every use. When the company changed its advertising in 1930 to emphasize usage as a disposable handkerchief, sales soared.

We are enclosing information about the origin, history, and manufacturing of KLEENEX tissue. For additional information, you may also wish to visit our web site (www.kleenex.com) or check other sources at your local library.

Thank you again for your interest and for your clever letter!

Sincerely,



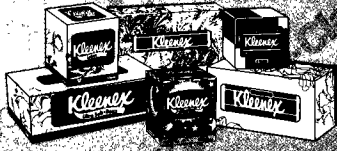
Lance P. Lamers
Consumer Representative

LPL/cl

007294902A

Manufacturer's Coupon Expires 3/31/05

DO NOT REDEEM if Hologram pattern does not appear. This is printed on "FOIL" paper. A black and white coupon is NOT an original. Alteration of this coupon may be a criminal offense.



FREE

NOT SUBJECT TO DOUBLING

One (1) box of
Kleenex
Facial Tissue*

545768



5 36000 50001 6 (8100) 0 54576

NOT GOOD ON THESE:
Consumer: May not be sold or otherwise transferred or reproduced. Limit one coupon per purchase as specified above. Any other use is fraudulent.
Retailer: Your redemption certifies compliance with K-C's Coupon Refund Policy (copies available upon request). K-C will pay you face value (actual retail price, or maximum value if indicated, if "free" offer) plus \$0.00 handling fee per coupon. Send coupons and requests for policy to Kimberly-Clark, P.O. Box 880148, El Paso, TX 88589-0148. Void where prohibited or restricted. Cash value 1/20 cent. Good only in the 50 United States. ©Registered Trademarks of Kimberly-Clark Worldwide, Inc. ©2003 KOWW. Printed in U.S.A. FM-2773 MT4816

RETAIL PRICE
*Not to exceed \$2.00

\$

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NOT SUBJECT TO DOUBLING



SAVE 50¢

On Your Purchase of any
Kimberly-Clark Products

Purchase must total 50¢ or more,
retailer will not give change.

550644



5 36000 00050 9 (8100) 0 55064

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Retailer: Your redemption certifies compliance with K-C's Coupon Refund Policy (copies available upon request). K-C will pay you face value (actual retail price, or maximum value if indicated, if "free" offer) plus \$0.00 handling fee per coupon. Send coupons and requests for policy to Kimberly-Clark, P.O. Box 880148, El Paso, TX 88589-0148. Void where prohibited or restricted. Cash value 1/20 cent. Good only in the 50 United States. ©Registered Trademarks of Kimberly-Clark Worldwide, Inc. ©2003 KOWW. CSCM-2063 SU4903

We value you as
a loyal customer

Thank You

Please accept this coupon as our way
of saying "Thank You" for your interest
in our products.