

August 22, 2011

To our Valued Retail Partners,

Kimberly-Clark Corporation is pleased to announce that we will be using the full GS1 Databar on all coupons beginning January 1, 2012.

Please be aware some coupons will still be in the marketplace featuring the GS1 Interim Barcode past this date. However, all new coupons entering the marketplace in 2012 will feature only the GS1 Databar coded to scan at the minimum requirements.

We are excited as a company to be moving to the GS1 at onset of 2012, and partnering with you on this industry initiative.

If you have any questions, or would like to discuss further, please feel free to contact me.

Thank you,

Claudine Hoerner

Claudine W. Hoerner
Kimberly-Clark Corporation | Corporate Coupon Manager | p: (920) 721-3314 | e: choerner@kcc.com