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October 21st, 2010

Highlights:

Growth in net sales of 7 percent.

Increase in operating profit and EBITDA of 1 percent.

Net income growth of 5 percent.

Increase in earnings per share of 6 percent.

SELECTED INCOME STATEMENT DATA FOR THE QUARTER
Millions of pesos except earnings per share

	Quarter ended September 30th.		
	2010	2009	% CHG.
NET SALES	\$6,346	\$5,952	7
OPERATING PROFIT	1,611	1,597	1
INTEGRAL FINANCING COST & PROFIT SH.	236	284	(17)
NET INCOME BEFORE INCOME TAX	1,375	1,313	5
INCOME TAX	414	394	5

NET INCOME	961	919	5
EARNINGS PER SHARE (Pesos)	0.9	0.85	6
EBITDA	1,920	1,908	1

Despite the continued weakness of the domestic market, net sales grew 7 percent, more than our accumulated growth in the first nine months of the year, derived from 3 percent volume growth and 4 percent better price and mix. However, due to strong cost pressures, operating profit grew 1 percent. Net income grew 5 percent since we had lower integral financing cost. And finally, earnings per share were up 6 percent due to the operating profit increase and our share repurchase program.

In consumer products, our main business, net sales growth was 6 percent; we achieved volume growth of 3 percent and better price and mix of 3 percent. We had volume growth in almost all of our consumer products, with particularly strong performance in diapers, wet wipes, feminine care and kitchen towels. Professional products posted an 8 percent net sales increase derived from volume growth in finished products as well as master tissue rolls sales. Finally, our export sales posted important growth.

The trend of higher costs of raw materials and services continued during the quarter, particularly in pulp, recycled fibers and energy. These costs reached their highest level for the year during this quarter and compare to last year lowest price point recorded during the third quarter. Our internal cost containment and reduction programs, and a better exchange rate contributed to our operating profit growth, but were not sufficient to offset the negative impact in our cost structure. We generated \$8,201 million pesos of EBITDA in the last twelve months, 7 percent higher than last year. During the period, we made investments of \$1,857 million pesos (\$874 in capital expenditures (CAPEX), \$983 in the re-purchase of stock), and we paid a dividend to our shareholders of \$3,328 million pesos.

As of September 30, 2010 the company had \$3,861 million pesos in cash. Under US GAAP, quarterly results were as follows: net sales were 10 percent higher; operating profit was up 4 percent; and net income increased by 7 percent.

As of September 30th, 2010, and as reported in the financial statements, the company has one derivative financial instrument as a hedge to reduce the risk of the effects of its exposure to interest rates. Its effect on the financial statements is not expected to be material.

Share Buyback Program

	2010	2009
Repurchased shares during the nine months	11,230,900	\$5,952

Selected Income Statement Data for the Semester Millions of pesos except earnings per share

	Nine months ended September 30th.				
	2010	%	2009	%	% CHG.
Net Sales	19,330		18,219		6
Operating Profit	5,058	26	4,797	26	5
Integral Financing Cost & Profit Sh	732		806		(9)
Net Income Before Income Tax	1,375		3,991		8
Income Tax	414		1,115		16
Net Income	961	16	2,876	16	5
Earnings Per Share (Pesos)	0.9		2.63		7
EBITDA	1,920		5,678		6

Consolidated Balance Sheets Millions of pesos

	September 30th.	
	2010	2009
Assets		
Cash	\$ 3,861	\$ 3,859
Accounts and documents receivable	4,571	4,391
Inventories	2,075	1,751
Long term Derivatives	-	426

Property, plant and equipment	<u>14,076</u>	<u>14,424</u>
Total assets	\$ 24,583	\$ 24,851
Liabilities and consolidated stockholder's equity		
Bank loans	\$ 848	\$ 3,859
Accounts payable	2,561	4,391
Employee's benefits	681	1,751
Dividends payable	1,745	426
Accumulated liabilities	1,628	1,613
Taxes to be paid	315	649
Derivatives	-	46
Long term loans	7,281	5,384
Long term derivatives	167	14
Deferred taxes	1,691	1,869
Long term employee's benefits	98	88
Other liabilities	243	228
Consolidated stockholder's equity	<u>7,325</u>	<u>7,537</u>
Total \$	\$ 24,583	\$ 24,851

Cash Flows
Millions of pesos

	Nine months ended September 30th	
	2010	2009
Income before income taxes	\$4,326	\$3,991
Depreciation	925	881
Provisions	429	414
Others	302	392
Cash used in the operation	<u>(2,813)</u>	<u>(915)</u>

Net cash provided by operating activities	3,169	4,763
Capital expenditures	(633)	(823)
Other investment activities	417	-
Debt issuance	-	3,493
Repurchase of stock	(770)	(894)
Dividends paid	(1,733)	(1,611)
Financing – net	(2,705)	(3,375)
Interest paid – net	(342)	-532
Derivatives paid	—	<u>(186)</u>
Cash generated	(2,597)	835
Currency effects in cash position	(2)	6
Cash at the beginning of the year	6,460	3,018
Cash at the end of the year	3,861	3,859

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 include: Huggies®, Kleen-Bebé®, Kleenex®, Kimlark®, Pétalo®, Cottonelle®, Depend® and Kotex®.

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