January 22nd, 2009

Highlights:

Very good 4th quarter in operations.

Growth in net sales of 14 percent.

Increase in operating profit and EBITDA of 21 percent.

33 percent EBITDA margin for the quarter.

Cash position at the end of the year of more than $3 billion pesos.

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

	Quarter ended December 31st.		
	2008	**2007**	**% CHG.**
NET SALES	$6,108	$5,355	14

OPERATING PROFIT	1,728	1,433	21
INTEGRAL FINANCING COST & PROFIT SH.	1,110	124	N/A
NET INCOME BEFORE INCOME TAX	618	1,309	(53)
INCOME TAX	(33)	286	N/A
NET INCOME	651	1,023	(36)
EARNINGS PER SHARE (Pesos)	0.59	0.91	(35)
EBITDA0	2,017	1,670	21

The operating results in the fourth quarter were very good, continuing with the positive trend in previous quarters in net sales and operating profit. Unfortunately, the international financial crisis caused an unexpected depreciation of the Mexican peso negatively affecting net income.

Net sales grew 14 percent. In consumer products, our main business, net sales grew 11 percent, driven by 3 percent volume growth and 8 percent better price and mix. Good volume growth was recorded in almost all of our products. Two of our newer businesses, wet wipes and adult incontinence products, grew at double digit rates. We also had significant volume growth in Professional products.

The slowdown in the world economy and particularly in the United States has caused a drop in raw material prices. However, these price reductions were offset by a higher exchange rate, therefore the pressure in costs continued. Notwithstanding this effect, operating profit growth of 21 percent was heavily influenced by our internal efforts to contain and reduce costs; by the start-up of new investments focused on reducing costs and by higher production volume.

The worldwide financial and speculative crisis had a negative impact on the exchange rate. Even though Mexico´s financial structure is solid, by December the peso depreciated 38 percent from its lowest point of the year. This negatively impacted a long position in dollars which derived in exchange losses that were partially offset by tax reimbursements. All this was reflected in a decrease in net income of 36 percent versus prior year.

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

	Year ended December 31st				
	2008	**%**	**2007**	**%**	**% CHG.**

Net Sales	$23,052		$21,023		10
Operating Profit	5,951	26	5,510	25	8
Integral Financing Cost & Profit Sh.	1,808	-	669	-	N/A
Net Income Before Income Tax	4,143		4,841		(14)
Income Tax	831	-	1,188	-	(30)
Net Income	3,312	14	3,653	17	(9)
Earnings Per Share (Pesos)	2.99		3.22		(7)
EBITDA	7,106		6,532		9

Full year 2008 results are: 10 percent growth in net sales, as a result of 4 percent volume increase and 6 percent better price and mix. Operating profit grew 8 percent and net income was lower by 9 percent due to the aforementioned devaluation of the peso.

An EBITDA of $7,106 million pesos was generated during the year and as of December 31st, we ended with $3,018 million pesos in cash after having made investments in the last twelve months of $1,915 million pesos ($1,072 in capital expenditures (CAPEX), $843 in the re-purchase of stock) and having paid out a dividend to our shareholders of $3,049 million pesos.>

Under US GAAP, annual results were as follows: net sales were 8 percent higher; operating profit was up 9 percent; and net income decreased by 2 percent.

As of December 31st 2008, and as reported in the financial statements, the company has derivative financial instruments as a hedge to reduce the risk of the effects of its exposure to interest rates and the price of natural gas. Regardless of the market price of these instruments, their effect on the financial statements is not expected to be material.

Share Buyback Program

	2008	2007
Repurchased shares during the year	19,308,300	21,689,600

SELECTED INCOME STATEMENT DATA
2008 millions of nominal pesos, 2007 millions of pesos of purchasing power of December 31, 2007
(except earnings per share)

	Quarter ended December 31st.		
	2008	2007	% CHG.
Net Sales	$6,108	$5,38.	13
Operating Profit	1,728	1,439	20
Integral Financing Cost & Profit Sh.	1,110	125	N/A
Net Income Before Income Tax	618	1,314	(53)
Income Tax	(33)	286	N/A
Net Income	651	1,027	(36)
Earnings Per Share (Pesos)	0.59	0.91	(35)
EBITDA	2,017	1,678	20

SELECTED INCOME STATEMENT DATA
2008 millions of nominal pesos, 2007 millions of pesos of purchasing power of December 31, 2007
(except earnings per share)

	Twelve months ended Dec 31st,				
	2008	%	2007	%	% CHG.
Net Sales	$23,052		$21,480		7
Operating Profit	5,951	26	5,628	26	6
Integral Financing Cost & Profit Sh.	1,808	-	686	-	N/A

Net Income Before Income Tax	4,143		4,942		(16)
Income Tax	831	-	1,214	-	(32)
Net Income	3,312	14	3,728	17	(11)
Earnings Per Share (Pesos)	2.99		3.29		(9)
EBITDA	7,106		6,674		6

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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