January 20th, 2011.

Highlights:

Annual record in net sales, operating profit, net income and EBITDA.

EBITDA margin of 31 percent.

Lowest cost issuance of Certificados Bursatiles (Marketable Notes) to date.

$6,300 million pesos in cash at the end of the year.

Quarterly record in net sales which grew 6 percent.

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

	Year ended December 31st.				
	2010	**%**	**2009**	**%**	**%CHG.**

NET SALES	26,197		24,702		6
OPERATING PROFIT	6,881	26	6,702	27	3
INTEGRAL FINANCING COST & PROFIT SH.	971		1,062		(9)
NET INCOME BEFORE INCOME TAX	5,910		5,640		5
INCOME TAX	1,687		1,488		13
NET INCOME	4,223	16	4,152	17	2
EARNINGS PER SHARE (Pesos)	3.95		3.81		4
EBITDA	8,071		7,897		2

In 2010, we posted annual record net sales, operating profit, net income and EBITDA. We had 6 percent top line growth, 3 percent due to higher volume and 3 percent to better price and mix, reflecting a less robust demand, since we maintained or in some cases improved our market shares. Our ongoing cost containment and reduction program exceeded our goal, reaching total annual savings of approximately $550 million pesos. Operating profit was 3 percent higher because of the cost pressures we experienced, particularly in the second half of the year. However, it is important to highlight that notwithstanding these pressures, the company maintained its margins throughout the year. Net income grew slightly less due to the higher Mexican income tax rates.

We generated $8,071 million pesos of EBITDA during the year. During this period, we made investments of $1,936 million pesos ($867 in capital 2 expenditures (CAPEX), $1,069 in the re-purchase of stock), and we paid a dividend to our shareholders of $3,456 million pesos.

As of December 31, 2010 the company had $6,307 million pesos in cash.

Under US GAAP, annual results were as follows: net sales were 13 percent higher; operating profit was up 10 percent; and net income increased by 11 percent.

As of December 31st 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 year	15,324,100	21,848,200

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

	Quarter ended December 31st.		
	2010	2009	%CHG.
NET SALES	$6,867	$6,483	6
OPERATING PROFIT	1,823	1,905	(4)
INTEGRAL FINANCING COST & PROFIT SH.	238	256	(7)
NET INCOME BEFORE INCOME TAX	1,585	1,649	(4)
INCOME TAX	389	373	4
NET INCOME	1,196	1,276	(6)
EARNINGS PER SHARE (Pesos)	1.12	1.18	(5)
EBITDA	2,089	2,219	(6)

Despite the weakness of the domestic market, as well as the most difficult comparison versus 2009, we posted quarterly record in net sales which reached $6,867 million pesos, 6 percent higher, derived from 1 percent volume growth and 5 percent better price and mix. In consumer products, our main business, net sales growth was 6 percent; we achieved better price and mix of 4 percent and volume growth in almost all of our consumer products, with particularly strong performance in household products, feminine care and wet wipes.

Professional products posted a 17 percent net sales increase derived from volume growth in finished products as well as master tissue rolls sales. Finally, our export sales grew 3 percent.

Our internal cost containment and reduction program, as well as operating at higher efficiency rates, together with better price and mix, partially offset the higher prices of cellulose, recycled fiber and energy. During the third and fourth quarter, we faced the toughest cost comparisons; the prices for these raw materials recorded their highest level for the year during this period and compared to their lowest price point during 2009.

Although we are seeing some price relief, cellulose, recycled fiber and energy prices continue to be high. In order to offset these cost pressures, we will accelerate and intensify our cost reduction programs as well as continue to implement the necessary actions to improve our selling prices and mix. Finally, net income was negatively affected by the higher Mexican income tax rate.

During the quarter we successfully issued $4,000 million pesos in Certificados Bursatiles (Marketable Notes) in two tranches. The first tranche of $1,500 million pesos at a variable rate of TIIE + 30bps, with a maturity of 5 years. The second tranche of $2,500 million pesos at a fixed rate of 7.17% and a maturity of 10 years. This second tranche has the lower yield for a Mexican corporation in the history in a 10 year maturity.

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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