

Kimberly-Clark Announces Strategic Alliance With Walt Disney Parks And Resorts

The maker of Huggies, Kleenex, Cottonelle and Kimberly-Clark Professional products extends its relationship to help families visiting Walt Disney World Resort, Disneyland Resort and Disney Cruise Line

DALLAS, Dec. 8, 2015 /PRNewswire/ -- Kimberly-Clark Corporation announced a new strategic alliance today with Walt Disney Parks and Resorts. As part of the alliance, Kimberly-Clark's trusted brands will increase their availability and offerings within Walt Disney World Resort, Disneyland Resort and Disney Cruise Line on multiple fronts, including Baby Care Centers hosted by Huggies.

The Baby Care Centers offer parents a dedicated environment to care for children and manage tasks like changing diapers during visits to Walt Disney World Resort and Disneyland Resort. Additionally, Kimberly-Clark's baby care and family care products such as Huggies diapers and wipes, Kleenex tissues, and Pull-Ups training pants will be available for purchase in the Baby Care Centers and select retail areas throughout Walt Disney World Resort and Disneyland Resort.

This agreement expands upon the existing relationship between Kimberly-Clark and Disney Consumer Products, Media Networks, and The Walt Disney Studios. With millions of families visiting the parks annually, the alliance is a natural extension.

"Today marks an important day in our 20-year relationship with Disney. Our well-known Kimberly-Clark brands are trusted around the world, and have been built based on a strong, emotional connection with families. Through this expanded relationship with Disney, we will take the next step in making lives better," said Mike Hsu, Group President, Kimberly-Clark North America. "This relationship will provide millions of parents each year with convenient access to their favorite family products featuring Disney licensed characters as well as comfortable diaper changing areas as they experience the joy of visiting Disney parks with their children."

In addition to the Baby Care Centers hosted by Huggies, highlights of the Kimberly-Clark and Walt Disney

Parks and Resorts alliance include:

- Kimberly-Clark's well-known global brands, including Huggies, Pull-Ups, Kleenex, and Cottonelle products, will be available for purchase in select merchandise locations throughout Walt Disney World Resort, Disneyland Resort and on Disney Cruise Line ships and at the Baby Care Centers hosted by Huggies.
- Kimberly-Clark Professional's trusted line of products will be utilized in various locations throughout Walt Disney World Resort, Disneyland Resort and on Disney Cruise Line ships.
- Stroller rental locations sponsored by Huggies brand will be featured throughout Walt Disney World Resort and Disneyland Resort.
- Disney Junior - Live On Stage! will be sponsored by Pull-Ups brand at Walt Disney World Resort and Disneyland Resort.
- A collaboration between Kimberly-Clark and Disney Baby will be created to develop unique social media elements and digital content.

"We're thrilled to expand the Kimberly-Clark and Disney relationship to include Walt Disney World Resort, Disneyland Resort and Disney Cruise Line," said Tiffany Rende, senior vice president of Disney Corporate Alliances and Operating Participants. "This alliance enables us to offer guests even more convenient options to care for their families while enjoying a Disney vacation."

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in 80 countries. To keep up with the latest K-C news and to learn more about the Company's 143-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

About Disney Parks and Resorts

Disney Parks and Resorts are where dreams come true. More than sixty years ago, Walt Disney created a new kind of entertainment families could experience together, immersed in detailed atmospheres and vibrant storytelling. His vision now includes a collection of five of the world's leading family vacation destinations – **Disneyland Resort**, Anaheim, Calif.; **Walt Disney World Resort**, Lake Buena Vista, Fla.; **Tokyo Disney Resort**, Urayasu, Chiba, Japan; **Disneyland Paris**, Marne-la-Vallée, France; and **Hong Kong Disneyland Resort**, located on Lantau Island. A sixth resort, **Shanghai Disney Resort**, is currently under construction in Pudong New District, Shanghai, China. In addition, Disney Parks and Resorts includes the world-class **Disney Cruise Line**; **Disney Vacation Club**; **Aulani, A Disney Resort and Spa**; **Adventures by Disney**, a guided group vacation experience to some of the world's most popular destinations; and **Walt Disney Imagineering**, which creates and designs all Disney parks, resorts and attractions.

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