

Back By Popular Demand: Cottonelle Flushable Moist Wipes Help Consumers "Get Fresh With A Friend"

Brand Continues Bathroom Innovations with New OneTouch Dispensing Tub

DALLAS, April 29, 2011 /PRNewswire/ -- The Cottonelle brand is once again encouraging consumers to "get fresh" with a friend and pass on the message that Flushable Moist Wipes leave you feeling fresher than with dry toilet paper alone to provide an enhanced, everyday clean. Starting today, fans of Cottonelle Flushable Moist Wipes will again be able to send a free tub of wipes to a friend or family member and get a free tub for themselves in return.

"We received such an overwhelming response to our initial Get Fresh With a Friend Program that we knew we had to satisfy such strong consumer demand by bringing it back in 2011," said Cherie Kamin, Cottonelle Brand Manager. "While bathroom habits are not always the most comfortable topic to discuss, Cottonelle Flushable Moist Wipes users are passionate about their love for the fresh clean that they get from using the product. Sending a free tub to someone they care about is an easy way to show friends and family what 'getting fresh' is all about."

Fresh lovers throughout the country can visit www.GetFreshWithaFriend.com to receive a coupon for a free OneTouch Dispensing tub with a Cottonelle EasyReach Hanger for themselves and a friend by providing their mailing address and their friend's e-mail address. A 42-count tub carries a suggested retail price of \$2.89. The offer is limited to one tub per person with a valid e-mail address and home address, while supplies last.

New OneTouch design makes using Cottonelle Flushable Moist Wipes even easier

The Cottonelle brand also is continuing to advance the fresh bathroom experience by unveiling the next generation of the Cottonelle Flushable Moist Wipes tub with its proprietary OneTouch Dispensing tub. The new design is sleek and modern, making it easier and faster to access Cottonelle Flushable Moist Wipes all the time. With a significantly larger button, the OneTouch Dispensing tub is easy to open and requires less force to push, so anyone can use Cottonelle Flushable Moist Wipes whenever they need one.

For a limited time, each Cottonelle OneTouch Dispensing tub will come with a free Cottonelle EasyReach Hanger. The Cottonelle EasyReach Hanger installs using Command brand strips from 3M making it easier for consumers to add Cottonelle Flushable Moist Wipes to their toileting routine.

"With Command brand strips, the Cottonelle EasyReach Hanger is easy to apply, holds strongly, yet removes cleanly so users can confidently mount their OneTouch Dispensing tub where ever they want without fear of damaging their walls," said Joe Paul, 3M marketing supervisor.

To learn more about the OneTouch Dispensing tub and Cottonelle EasyReach Hanger visit www.GetFreshWithaFriend.com.

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About Cottonelle Flushable Moist Wipes

Designed for the entire family, Cottonelle Flushable Moist Wipes are pre-moistened to help you feel cleaner and fresher than with toilet paper alone. The wipes carry our Safe Flush icon as a visual reminder that they are flushable, and sewer and septic-system safe.

Also available are Cottonelle SoothingClean Flushable Moist Wipes, dermatologically tested to soothe irritated skin and specifically designed to provide a gentle clean. All Cottonelle Flushable Moist Wipes are alcohol-free.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com. To learn more about the 3M Command brand strips, visit www.Command.com.

About Cottonelle Brand

The Cottonelle brand provides innovative comfort solutions for perineal personal care. Cottonelle toilet paper is available in three forms: Cottonelle Ultra toilet paper, Cottonelle Aloe & E toilet paper, and Cottonelle Premium toilet paper. To help people feel cleaner and fresher than with toilet paper alone, Cottonelle offers Cottonelle Fresh Flushable Moist Wipes and Cottonelle SoothingClean Flushable Moist Wipes enriched with Aloe & E. For the latest product information, visit www.cottonelle.com.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people—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 more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit www.kimberly-clark.com.

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