

# New GoodNites Bed Mats Help Transform Nighttime Into A Better Time For Parents And Children

## Kimberly-Clark Brand Offers New Innovation Answer for Bedwetting Protection to Help Children Wake Up with Confidence

NEENAH, Wis., March 20, 2012 /PRNewswire/ -- Every year, millions of parents and children struggle with bedwetting and many choose not to use protective measures for a variety of reasons. This year, the GoodNites brand is introducing new, innovative bedwetting protection – disposable bed mats. GoodNites Bed Mats is an ultra-absorbent, cloth-like, disposable mat that provides nighttime security against bedwetting and a choice for parents looking for a new product that helps children wake up with confidence.

(Photo: <http://photos.prnewswire.com/prnh/20120320/CG72921>)

"Accidents are part of growing up – but they don't have to result in the frustration and hassle that can come with an interrupted night's sleep," said Dr. Jennifer Trachtenberg, pediatrician. "GoodNites Bed Mats make it easier for parents and children may feel empowered and confident with a new way to manage bedwetting."

New GoodNites Bed Mats offer parents an easy-to-use choice that adheres to a child's fitted sheet and offers bedwetting protection in three simple steps that parents and children can do together:

- **Place** the mat on top of a child's fitted sheet.
- **Peel** the adhesive strips off the corners and smooth down.
- **Protect** the bed with an ultra-absorbent, disposable bed mat for a better night of sleep for both parent and child.

"As a trusted leader and expert, GoodNites brand understands the challenges of millions of parents and children who are dealing with bedwetting," said Dave Caputo, Senior Brand Manager, GoodNites. "GoodNites Bed Mats is a new bedwetting protection choice that offers outstanding absorption in a cloth-like mat, helping give families a better night's sleep."

Even for the most active sleepers, GoodNites Bed Mats stays in place at night, offering durable nighttime protection that parents have come to know and trust from the GoodNites brand.

With more than a 75 percent market share of the North American youth pants category, the GoodNites brand is building upon its category leadership position by offering the new GoodNites Bed Mats. The new product innovation will be available in most leading grocery stores, mass merchandisers, drugstores and select online retailers by April 2012. The suggested retail price for GoodNites Bed Mats Jumbo Pack is approximately \$10.

### About the GoodNites Brand

The GoodNites brand has been a market leader for parents for more than 17 years. GoodNites is a trusted partner, providing advice and resources to help navigate enuresis. In fact, last year alone, more than 2.2 million families trusted the GoodNites brand. The products help create a comfortable night for boys and girls, offering

both underwear-like pants and disposable bed mat to meet a child's personal bedwetting needs. Visit [www.GoodNites.com](http://www.GoodNites.com) to learn more about the products, for information on bedwetting and for advice on how parents can make bedtime "quality time" with their child.

### **About Kimberly-Clark**

Kimberly-Clark 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's 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 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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