

Cottonelle Brand Challenges North America To Make The Ultra Switch

Cottonelle Ultra Partners with Patti Stanger of 'The Millionaire Matchmaker' To Encourage People to Try Something New In the Bathroom

DALLAS, Feb. 1, 2011 /PRNewswire/ -- Like a good relationship gone stale, toilet paper is the ultimate routine purchase—people get into a long-term relationship with one brand and never consider how things could be better. To shake things up, Cottonelle brand is launching the "Make the Ultra Switch" Sweepstakes and giving away 90 prizes in 90 days to encourage consumers to try something new in the bathroom: Cottonelle Ultra Double Roll, which is the thickest toilet paper in the aisle.

Now through May 1, switch to Cottonelle Ultra toilet paper and enter for a chance to win up to 90 daily prizes—each designed to inspire those little switches to help get you out of a relationship rut, whether it's with a long-term partner or a bath tissue brand. Daily prizes include luxury bedding, couples massages, dance lessons for two, manicures for a year, a new digital camera and more. For the complete list of prizes and official sweepstakes rules, visit www.CottonelleUltraSwitch.com.

"Cottonelle brand is challenging North America to make the Ultra Switch to the thickest bath tissue in the aisle," said John Stanwood, Cottonelle senior brand manager. "Cottonelle Ultra Double Roll toilet paper is 35 percent thicker than Quilted Northern Soft & Strong Double Roll toilet paper, and we're confident that once people try it, they will realize what's missing from their current toilet paper."

The brand also is teaming up with Patti Stanger, star of the hit television show "The Millionaire Matchmaker," who will share expert tips on how little switches can make all the difference in people's relationships and lives. From surprising your spouse by cooking a favorite meal, to freshening up your look with a hair makeover or making sure your bathroom is well stocked with the unbeatable thickness of Cottonelle Ultra bath tissue (compared to Double Roll equivalent bath tissue), the famed relationship expert will help people spice things up by revealing exciting tips during the month of February.

"After my clients find their matches, I always remind them how important it is to switch things up because even the best relationships can get stale," said Stanger. "Just one switch in your normal routine can have surprising results, so I'm excited to partner with the Cottonelle brand to help people try something new."

90 Prizes in 90 Days

There are three ways to enter the Cottonelle brand "Make the Ultra Switch" sweepstakes:

- **With entry code:** Find unique entry codes in specially marked Cottonelle Ultra 12- and 18-double roll packs at participating retail stores. Or send a self-addressed, stamped envelope including your name, address, city, state and zip code to: "Make the Cottonelle Ultra Toilet Paper Switch" Free Official Entry Code Request, 625 Panorama Trail, Suite 2100, Rochester, NY 14625. Then visit www.CottonelleUltraSwitch.com to receive one entry in all 90 or the remaining number of daily prize drawings. Limit one entry per valid e-mail address per day without bonus entry code.
- **With bonus entry code:** Look for bonus codes to be distributed throughout the 90-day event to get one bonus entry for a chance to win one of the 90 prizes.
- **Without entry code:** To enter without an entry code, visit www.CottonelleUltraSwitch.com and complete the online registration form for a chance to win the daily giveaway. Limit one entry per valid e-mail address per day. No entry code required.

Winners will be selected in a series of random drawings, each corresponding to one of the 90 daily prize giveaways and announced on www.CottonelleUltraSwitch.com.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Promotion ends 05/01/2011. Open to legal residents of the U.S.A. (including D.C.) and Canada who are 21+ years. Visit www.cottonelleultraswitch.com for Official Rules and to enter. To receive an Entry Code w/o purchase, send a SASE in a stamped envelope. In U.S.A. to: "Make the Cottonelle Ultra Toilet Paper Switch" Free Official Entry Code Request, 625 Panorama Trail, Suite 2100, Rochester, NY 14625-2437; in Canada to, "Make the Cottonelle Ultra Toilet Paper Switch" No Purchase Request, P.O. Box 302, Dept. 316, Oakville, ON L6J 5A2. Requests must be received by 04/25/2011. Sponsor: Kimberly-Clark Corporation, 2100 Winchester Road, Neenah, WI 54956. Void where prohibited.

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Visit www.CottonelleUltraSwitch.com to share your own post-switch stories and read other people's stories. Follow Cottonelle brand on Twitter (www.twitter.com/cottonellebrand) and connect on Facebook (www.facebook.com/cottonelle) to stay up-to-date on the latest news and hot topics, including tips from Patti Stanger and bonus entry codes for the "Make the Ultra Switch" sweepstakes throughout the 90-day event.

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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