

Actress Lisa Rinna And Pro Football Stars Clay Matthews, DeMarcus Ware And Wes Welker Join The Depend Brand's The Great American Try On Challenge For Charity

Kimberly-Clark's Depend Brand Boldly Invites Americans to Try On New Depend Real Fit for Men and Silhouette for Women Briefs and Experience the Difference for Themselves

DALLAS, April 3, 2012 /PRNewswire/ -- Approximately 56 million Americans live with bladder control issues, also known as incontinence. Depend (www.depend.com), the No. 1 brand in incontinence protection, has launched the revolutionary, new Real Fit for Men and Silhouette for Women briefs to help people living with this issue discreetly manage their condition and maintain an active lifestyle. To show just how underwear-like the new briefs are, the Depend brand boldly invites people across America to participate in *The Great American Try On* (www.TheGreatAmericanTryOn.com) challenge.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/55390-kimberly-clark-depend-incontinence-the-great-american-try-on-men-and-women>

"With the launch of the new Depend Real Fit and Silhouette briefs we're bound to turn the incontinence category on its head," said Mark Cammarota, Depend Brand Director, Kimberly-Clark. "The Depend brand is driving Americans to think differently about absorbent underwear, whether they need them or not, through the introduction of these high performance, truly innovative and discreet briefs and the launch of *The Great American Try On*."

The new Depend Real Fit and Silhouette briefs look, fit and feel just like real underwear, while providing the brand's best protection.* They provide worry free odor control with maximum absorbency plus feature a cloth-like fabric for underwear-like comfort and an ultra smooth fit.

Celebrities, including the well-known actress Lisa Rinna - with support from her husband Harry Hamlin - and pro football stars Clay Matthews, DeMarcus Ware and Wes Welker were the first to accept *The Great American Try On* challenge. Lisa wore the new Silhouette briefs under a form-fitting evening gown on the red carpet and Clay, Wes and DeMarcus sported the Real Fit briefs while running drills in football pants to show just how much the new Depend brand briefs look, fit and feel just like real underwear. Because they have tried on the new briefs, donations will be made to two different charities - Dress for Success Worldwide and The V Foundation for Cancer Research.

"I was so intrigued when the Depend brand approached me to take part in *The Great American Try On*," said Rinna, star of NBC's "Days of Our Lives." "But why not try it on? It's really important that women aren't

embarrassed by this common condition, and in the process I'm thrilled to support one of my favorite causes, Dress for Success."

For Rinna's participation in *The Great American Try On*, the Depend brand will donate \$150,000 – in her and Hamlin's name – to Dress for Success Worldwide (www.dressforsuccess.org) to support its mission to empower and boost the confidence of disadvantaged women by providing them with career development tools and interview suits.

"Clay, DeMarcus and I tried on the new Depend Real Fit briefs to show men that they can still be active as they want to be while wearing the briefs," said Welker, No. 83 and wide receiver for the New England Patriots. "We're also proud that our involvement with *The Great American Try On* is benefiting The V Foundation in its work to find a cure for all types of cancers, and specifically prostate cancer, a leading cause of bladder control issues in men. On behalf of all of us, the Depend brand will donate \$75,000 to The V Foundation (www.jimmyv.org) to fund prostate cancer research."

To help further the causes of both The V Foundation and Dress for Success Worldwide, the Kimberly-Clark Foundation will donate an additional \$75,000 to each charity bringing the Depend brand's total charitable contribution to \$375,000.

A multi-faceted commercial marketing program, *The Great American Try On* challenge includes category changing television advertising and web creative, featuring Rinna, Matthews, Welker and Ware wearing the new Depend briefs under their clothes, a prostate cancer awareness video featuring the athletes, product sampling, retail support and charitable partnerships.

Kimberly-Clark has pioneered the incontinence category since the introduction of the Depend brand in 1984. Today the brand remains the clear category leader with a market share of approximately 50 percent. The new Depend Real Fit and Silhouette briefs are widely available in retail outlets throughout the U.S., with a suggested retail price of a \$12.49 for a pack of 12. To meet consumer needs for a product that looks, fits and feels just like real underwear globally, Depend has already launched similar innovation in Latin America and will roll out the products in other geographies within the next year.

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

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.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in 13 countries. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. For more information, visit www.dressforsuccess.org.

About The V Foundation

The V Foundation was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$100 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. Administrative and fundraising expenses are paid by the Foundation's endowment. The Foundation awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

* vs. Depend for Men and Depend for Women Underwear

SOURCE Kimberly-Clark

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