

Kimberly-Clark's GoodNites Brand Announces Licensing Partnership With Marvel Entertainment

DALLAS, May 24, 2012 /PRNewswire/ -- Kimberly-Clark Corporation today announced it is partnering with Marvel Entertainment, LLC to bring Marvel's legendary Spider-Man character to GoodNites Underwear for the first time.

GoodNites Underwear for boys will feature graphics of the famed web-crawler for a limited time beginning this month. This marks the first use of licensed characters by the GoodNites brand.

"We are thrilled to partner with Marvel to license their iconic characters for GoodNites Underwear," said Dave Caputo, Senior Brand Manager, GoodNites. "Marvel Super Heroes are unique individuals who overcome challenges. We know how much kids love Spider-Man, and including these character designs on GoodNites Underwear will further help kids and their parents feel more positive and normal while they are coping with bedwetting."

Paul Gitter, Senior Vice President Marvel Licensing, added, "We are continuing to look for unique opportunities to extend our characters into new categories. The child care category is a growing sector for Marvel and we are excited to be partnering with a category leader like Kimberly-Clark and the GoodNites brand."

GoodNites Underwear are the most absorbent pant for boys and girls ages 4 and up. Specially made to protect while lying down, they help keep pajamas and bedding dry all night long and feature plush comfort with a discreet design.

GoodNites Underwear with Spider-Man character designs will be supported with an integrated marketing program including FSIs, online advertising, social media and mobile apps.

About Marvel Entertainment , LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit <http://marvel.com>.

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 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 positions in more than 80 countries.

SOURCE Kimberly-Clark Corporation

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