

Kimberly-Clark Unveils New And Improved GoodNites Product Design

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DALLAS, July 28, 2010 - Kimberly-Clark Corporation (NYSE:KMB) announced nationwide availability of the new and improved GoodNites® Underwear - the brand's most underwear-like pant yet, designed to help Moms give their child an easy night's sleep.

GoodNites Underwear, parents' leading choice for bedwetting kids at night, now features a softer and quieter material that provides a comfortable fit under clothes. Plus, the new kid-friendly design moves from underpants to a more underwear-like fit while still delivering the trusted leakage protection GoodNites Underwear ensure.

In recent consumer studies, the newly re-designed GoodNites were selected as the brand that is most comfortable overall - the choice children prefer to wear at home or to a friend's house and that allows children to sleep with greater confidence.

"We're proud to be a partner with Moms to help find solutions that ease bedtime anxieties," said Craig Dunphey, senior brand manager of GoodNites. "We've listened closely to what Moms and kids are looking for and with the new and improved design we try to deliver on the goal of providing kids with a better night's sleep."

The GoodNites brand is taking a cross-channel marketing approach to support the improved product launch by incorporating half-page print ads, multiple FSIs, in-store support and more. In addition, the GoodNites brand is partnering with Mamapedia.com, an online community dedicated to helping Moms with parenting advice, to extend support and resources to where Moms' conversations are happening. The GoodNites NiteLite™ Panel will engage Moms by posting articles, answering questions and hosting "office hour" sessions on the Mamapedia Facebook page now through September.

GoodNites Underwear are available in two sizes for a comfortable fit and trusted protection for every user; size Small-Medium (38-65 lbs) and size Large-Extra Large (more than 60 lbs) for a suggested retail price of \$9.99 for a jumbo pack.

About the GoodNites Brand

GoodNites brand offers trusted nighttime protection and has been a market leader for parents for more than 16 years. In fact, last year alone, over 2.5 million families trusted the GoodNites brand. These products, available in Underwear-like styles, help create a comfortable night for boys and girls with distinct age appropriate choices to meet your child's independent needs and personal style. GoodNites Underwear feature comfortable, cloth-like material for soft nighttime protection. 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 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 138-year history of innovation, visit www.Kimberly-Clark.com.

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