

GoodNites Brand Invites Families To Build A Better Bedtime With Bedtime Theater Audio Series

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NEENAH, Wis., Feb. 16, 2010 - To help ensure that the last few precious minutes of every day is a chance for parents and children to deepen their bond, Kimberly-Clark's GoodNites® brand has launched Bedtime Theater, a series of 20 five-minute audio bedtime stories that will fill each night with a new, fantastical adventure. Bedtime Theater follows the story of a boy named Iggy as he embarks on wild adventures with his Wiggy Bed, building self-confidence along the way. The audio series is available for free download on www.BedtimeTheater.com and in specially marked packages of GoodNites Sleep Pants.

Bedtime Theater helps parents and children build a better bedtime and lets the magic of storytelling inspire the night. Now through April 15, 2010, families and storytellers are encouraged to visit BedtimeTheater.com to enter the Iggy's Next Adventure contest by creating and sharing their own adventure for Iggy. Ten finalists will be selected and America's vote will determine the winning story which will become a special audio installment. The winning story will be recorded by the characters in Iggy's story and available for download on BedtimeTheater.com. GoodNites brand will reward the 10 finalists with an MP3 player and a set of speakers, and the grand prize winner will receive \$2,500.

"Bedtime is an important time for parents and children to connect," says Dr. Jennifer Trachtenberg, nationally renowned pediatrician, author and mom of three, "and I often recommend to families that having a regular evening ritual, such as a bedtime story, can quell nighttime issues like bedwetting and become an important step in building your child's self-confidence."

NiteLite Panel of Experts Shines a Spotlight on Bedtime Advice

While visiting BedtimeTheater.com, parents can also meet the NiteLite Panel - a trusted resource from the GoodNites brand - providing parents of bedwetting kids with advice and tools to help navigate nighttime issues like bedwetting. The NiteLite Panel of parenting and medical experts includes:

- Dr. Jennifer Trachtenberg
- Dr. Wolffe Nadoolman, pediatrician and pediatric blogger at *The Empathic Pediatrician*
- Dawn Meehan, mom of six and blogger at widely read blog *Because I Said So*
- Meagan Francis, mom of five and blogger at *Meagan Francis and Happiest Mom*

"We developed Bedtime Theater as a unique and creative way to help ease anxiety around bedtime," said Craig Dunphey, GoodNites brand senior brand manager. "With resources such as the adventures of Iggy, Iggy's Next Adventure contest and our NiteLite Panel of experts, we aim to give parents relatable advice that helps take the focus off bedwetting and allows families to build their special bedtime traditions."

Visit www.BedtimeTheater.com to download the latest installments of Iggy's adventures, enter the Iggy's Next

Adventure contest, meet the NiteLite Panel and more.
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 Underpant and Sleep Pant styles, help create a comfortable night for boys and girls with distinct underwear-like choices to meet your child's independent needs and personal style. GoodNites Sleep Pants 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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