

The Kotex Brand Partners With Dot Girl First Period Products

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Neenah, WI, Sept. 4, 2008 - Kimberly-Clark's Kotex brand and Dot Girl First Period Products ("Dot Girl"), a leading retailer of first menstrual period kits for pre-teen girls, announced today a new licensing agreement. The partnership allows the Kotex brand to offer exclusive educational content from Dot Girl on its website, as well as connect with young women by having its products featured in the Dot Girl's First Period Kit. Dot Girl will benefit from being featured on the Kotex.com Special Offers page.

"We are excited to be teaming up with the Kotex brand, as well as including Kotex Ultra Thin Pads with Wings and Lightdays Individually Wrapped Liners in our Kit," says Terri Goodwin, co-owner of Dot Girl. "The addition of these products will be a significant improvement for our core customers, mothers and daughters looking to have the first period conversation, and will be a great way for this group to gain access to product coupons for purchase of Kotex brand products."

The Dot Girl's First Period Kit, currently sold through www.dotgirlproducts.com, will also be featured in the Special Offers section of the Kotex.com website. Dot Girl co-owners Terri Goodwin and Kathy Pickus will be regular contributors to the Kotex.com Articles and Information page, with their first article appearing in October 2008.

The Kotex brand sees this partnership as a great opportunity to help educate and prepare young women to discuss their first period with their mothers in a positive, practical manner. By working with Dot Girl, the Kotex brand will be expanding its sampling and online outreach programs, key components of its marketing initiatives, by reaching new feminine product users through the Kits. Articles by the Dot Girl team will enhance the Kotex brand's use of online communications channels to interact with consumers by providing them access to educational and useful articles.

"The Kits by Dot Girl fit perfectly with a key Kotex brand promise: to help mothers and daughters have that important first period conversation," says Maripaz Romero, Associate Brand Manager on the Kotex brand. "The Kits are informative, convenient and stylish, and they are a great way to introduce a new generation to the Kotex brand and its products."

About Dot Girl First Period Products

Dot Girl First Period Products is owned by TK Designs, LLC and is based in the Seattle, Wash. area. TK Designs, LLC was founded in December 2005 by sisters Terri Goodwin and Kathy Pickus. Along with The

Dot Girl's First Period Kit, the company sells books and clothing to help prepare young girls for puberty.

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 136-year history of innovation, visit www.kimberly-clark.com.

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