

Kimberly-Clark Introduces New Huggies Supreme® Gentle Care And Natural Fit Diapers

DALLAS, Aug. 23, 2006 – In pursuit of creating the most comfortable diapers in the marketplace, Kimberly-Clark Corporation (NYSE: KMB) and the Huggies brand today announced the introduction of two new super premium diapers – Huggies Supreme Gentle Care and Huggies Supreme Natural Fit diapers. The new diapers provide customized comfort to meet babies changing needs, and will replace the current line of Huggies Supreme diapers.

Huggies Supreme Gentle Care diapers offer new cottony-soft materials called Cuddleweave to provide a comforting and secure feeling that is extra gentle for newborn babies. Huggies Supreme Natural Fit diapers, introduces Hugflex, a new hourglass shape so the diaper fits and feels more natural to older babies.

"Moms have told us that their No. 1 priority is their baby's comfort," said Bruce Paynter, president of Kimberly-Clark's North American Baby Care business. "In fact, according to an online K-C survey of mothers, 98 percent rated keeping their baby comfortable as an extremely or very important factor when choosing baby care products. In addition, 85 percent of moms said that their child's comfort needs change as they grow. We have responded by creating two innovative diaper solutions that provide customized comfort to meet a baby's changing needs."

The Huggies Supreme Gentle Care diapers, available in preemie, newborn and sizes one and two, have a 20 percent more-cushiony and quilted softness than the previous Huggies Supreme diapers. In addition, Gentle Care in preemie and newborn sizes are the only diapers in the market with a new U-shaped umbilical cord opening offering the most-gentle protection for a younger baby's sensitive belly button area.

Compared to current Huggies Supreme diapers, Huggies Supreme Natural Fit diapers, available in sizes 3 – 6, are more than 10 percent thinner, with a flexible absorbent pad, which also helps the diaper fit and feel more natural. And, in keeping with the trend of more fashion-forward baby apparel, both Huggies Supreme Natural Fit and Gentle Care diapers offer new, contemporary graphics and designs.

Huggies Supreme Gentle Care and Natural Fit diapers are available beginning this month at major retail locations throughout the U.S. and Canada, and are scheduled to be introduced throughout Europe beginning later in the third quarter. The product launch is being supported by a multi-million dollar advertising and consumer promotion campaign that includes print, television and online advertising, direct mail and FSIs, sampling, in-store merchandising displays and a national Disney® promotion running from September through November, 2006.

For more information on Huggies Supreme Gentle Care and Natural Fit diapers, visit www.huggiesnews.com.

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

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