

Kimberly-Clark Introduces Cottonelle For Kids; First-Of-Its-Kind Solution Helps Children Learn Proper Bathroom Habits

[Thematic Puppy Graphics](#)

DALLAS, Feb. 21, 2006 – Kimberly-Clark Corporation (NYSE: KMB) today announced the introduction of the Cottonelle for Kids product line, the first-ever combined dry bath tissue and moist wipes system designed to help parents teach their kids ages 4-to-9 good bathroom and hygiene habits. The new system extends the Cottonelle line and will help children learn the proper amount of bath tissue and moist wipes to use after going to the bathroom.

Through the use of fun, kid-friendly graphics such as the brand's iconic yellow Labrador puppy and an easy-to-use pop-up tub, the Cottonelle for Kids system is designed to make teaching small children good hygiene habits easy.

"The Cottonelle for Kids system addresses the unmet needs of families with kids ages 4-to-9 -- an age group that has grown beyond brands associated with diapers and toilet training -- but still needs help learning and reinforcing good hygiene habits in the bathroom," said Steve Kalmanson, group president, North Atlantic Consumer Products. "By combining the use of dry bath tissue with moist wipes, kids develop better bathroom and hygiene habits than with either dry or moist products alone."

The Cottonelle for Kids bath tissue has "show-me-where-to-tear" graphics that help kids easily use the right amount of tissue. Available in six thematic puppy designs, the bath tissue has small printed paw prints on each roll, which leads kids to an image of the Cottonelle puppy on every fifth sheet of tissue. When they get to the puppy, kids just stop and tear – an intuitive concept that's easy for parents to teach and simple for kids to understand. The Cottonelle for Kids bath tissue is available in 4-, 6- and 12-packs, and consists of 2-ply, double rolls.

Cottonelle for Kids Flushable Moist Wipes offer a one-wipe-at-a-time dispensing system, making it easy for youngsters to handle on their own and helping ensure they use the right amount of sheets. The flushable moist wipes have a fresh watermelon scent and are available in a 42-sheet tub, and 84-sheet refill package.

The Cottonelle for Kids system grew out of Kimberly-Clark's extensive consumer research, which found that child perineal hygiene is a significant area of concern for parents. Of the more than 600 parents who participated in K-C's research, almost 60 percent said their 4-to-9 year olds use too much bath tissue and moist wipes when going to the bathroom.

"More than half of the parents we surveyed said they needed help teaching their kids how much bath tissue and moist wipes to use," said Kalmanson. "Based on these initial responses, we expect the new Cottonelle for Kids system to be well-received and to enhance the brand's position in the premium bath tissue category."

The Cottonelle for Kids products will begin appearing on retail shelves in the U.S. this month. Both the dry bath tissue and flushable moist wipes will be offered together for a limited time in a trial kit, enabling parents and kids to see how the two products can be used as a system to achieve the best results. Suggested retail pricing for the bath tissue is \$3.19 for the 4-pack, \$4.49 for the 6-pack, and \$7.99 for the 12-pack. For the flushable moist wipes, suggested retail pricing is \$2.79 for the tub and \$3.89 for the refill package.

The launch of the Cottonelle for Kids system will be supported by a multi-million dollar advertising and promotional campaign, which will include television and consumer magazine advertising, in-store displays and FSIs. The campaign is scheduled to break in early March.

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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