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DALLAS, Nov. 14, 2005 Kimberly-Clark Corporation's (NYSE: KMB) Huggies Supreme diapers have been named America's Favorite Diapers by American Baby magazine. Huggies Supreme received the honor in connection with the 2005 "American Baby Best of Year AMBY Awards."

Every year, American Baby magazine asks moms to tell them the three products they and their babies cannot live without. In this year's October issue of American Baby, Huggies Supreme diapers were recognized by readers as their favorite diaper. According to the publication, Huggies Supreme diapers "Reigns Supreme" because all survey responses were unaided, and there were no product categories to choose from moms wrote in their product choices across a wide range of baby product categories, from bottles to swings and everything in-between. This is the first time Huggies Supreme diapers has received this recognition from the publication.

Sold in more than 15 countries, the Huggies Supreme diapers are an integral part of the Huggies brand family of baby and child care products. The super-premium disposable diaper was launched in 1993 and represents one of many innovations the brand has introduced to market. The Huggies brand is the only brand to offer a full-line of baby and child care products including diapers, changing pads, baby wipes, training pants, swimpants, and baby toiletries.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people around the world. 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 132-year history of innovation, visit www.kimberly-clark.com.

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