

Good Housekeeping Names Huggies Little Swimmers One Of The Top Four 'Good Buys' Of The Past Decade

DALLAS, Dec. 2, 2004 - Kimberly-Clark's (NYSE: KMB) Huggies Little Swimmers swim pants are among the four most outstanding "Good Buys" of the past decade, according to the Good Housekeeping Institute.

Huggies Little Swimmers received the designation as part of Good Housekeeping magazine's 10th anniversary celebration of its "Good Buy Awards."

Over the last 10 years, the Good Housekeeping Institute has reviewed more than 20,000 new consumer products for the magazine's annual "Good Buys" issue, selecting several items each year that best exemplify ingenuity, value and exceptional performance.

Of the 67 products that have been named "Good Buys" over the decade, Huggies Little Swimmers are among only four singled out as "Big Winners."

"Little Swimmers are a perfect example of the innovative product ideas the Good Housekeeping Institute looks for in choosing our 'Good Buy' winners," said Ellen Levine, editor-in-chief of Good Housekeeping. "They are affordable, easy to use and revolutionary in how they meet a particular consumer need."

"This recognition from the Good Housekeeping Institute confirms what parents have told us for years--that Huggies Little Swimmers are a great product," said Steve Kalmanson, group president of North Atlantic Personal Care for Kimberly-Clark. "Our development of Little Swimmers demonstrates how K-C turns insights about consumers' wants and needs into products that deliver innovative solutions. This approach differentiates our brands and deepens the emotional bond they have with consumers."

Kimberly-Clark launched a new segment in infant/child care with the introduction in 1997 of Huggies Little Swimmers as an extension of its well-known Huggies parent brand. The innovative swim pants protect in the water without swelling like diapers and feature tear-away sides that make changing easier. First launched in North America, Little Swimmers are now marketed in over 50 countries around the world including the U.K., Mexico, Thailand and Australia.

Little Swimmers were selected as a Good Housekeeping "Good Buy" in 1999. Huggies Little Swimmers will be featured along with the other "Good Buy" award winners in Good Housekeeping's January issue, on newsstands Dec. 14.

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.

About Good Housekeeping

Founded in 1885, Good Housekeeping is published by Hearst Magazines, a unit of The Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with a total of 18 U.S. titles and 132 international editions. Hearst's magazines are also read by more U.S. adult women than any other monthly magazine publisher. The company also publishes 18 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.

<https://www.news.kimberly-clark.com/press-releases?item=125178>