

Kimberly-Clark Introduces Second Size For Huggies Convertibles Diaper-Pants

Kimberly-Clark Introduces Second Size For Huggies Convertibles Diaper-Pants DALLAS, April 13, 2004 - Kimberly-Clark Corporation (NYSE: KMB) today announced that it is rolling out its innovative Huggies Convertibles diaper-pants in a second size in the U.S. Available in only one size last year, Huggies Convertibles diaper-pants--a first-of-a-kind product that can be put on like a pant or used like a traditional diaper--have already captured nearly one share point of the \$4 billion U.S. diaper market.

Developed for active babies, Huggies Convertibles diaper-pants are the first to feature pre-fastened side seams and tabs. Initially available in a single size for babies over 27 pounds, Huggies Convertibles diaper-pants will now be offered in a second size for babies over 22 pounds. The new size will arrive in stores nationally in the U.S. by late summer. Additionally, Huggies Convertibles diaper-pants will be available in both sizes for the first time in Canada this May.

"Active babies don't want to slow down for a diaper change, and Huggies Convertibles diaper-pants will now be available for those babies who are just beginning to walk to those who are on the go but aren't quite ready for toilet training," said David Deising, marketing director for Infant Care at Kimberly-Clark. "Given the product's success, we are confident that the new size will appeal to parents looking for unprecedented convenience in diapering their toddlers. We are pleased to bring this innovation to Canada and have plans to expand in other regions later this year, further strengthening the global position of the Huggies brand."

New Convertibles Diaper-Pants Winning Awards

Kimberly-Clark also announced that Huggies Convertibles diaper-pants have been selected as a finalist for the prestigious IDEA 2004 Achievement Awards, which recognize outstanding innovations in the nonwovens and engineered fabrics industry.

Huggies Convertibles diaper-pants recently earned the Parenting Media 2003 Holiday Products Award as one of the best new products in the baby care industry.

More Innovations From the Huggies Brand

The expansion of Huggies Convertibles diaper-pants is the latest in a stream of innovations from Huggies, the No. 1-diaper brand in North America. The launch builds on the success of Huggies Supreme diapers with Triple Leak Protection, which contributed to record sales volumes and market share gains for the brand in the fourth quarter of 2003. Huggies mainline diapers are now available with this feature to address parent's No. 1 concern: stopping leaks. In addition, Kimberly-Clark recently upgraded the leg cuffs of Huggies Supreme diapers for a softer, snuggler fit.

To download photos of Huggies Convertibles diaper-pants, Huggies Supreme diapers and Huggies mainline diapers, visit the Photo Library on Kimberly-Clark's Web site at www.kimberly-clark.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--almost a quarter of the world's population--trust K-C brands 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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