

Kimberly-Clark Announces Latest Innovations To Infant And Child Care Brands

DALLAS, September 16, 2003 - Kimberly-Clark Corporation (NYSE: KMB), a global leader in the infant and child care categories, today announced improvements to Huggies Supreme diapers, GoodNites Disposable underpants, Huggies Supreme Care baby wipes and Pull-Ups training pants.

Kimberly-Clark recently introduced its latest milestone in diaper leakage protection - new Huggies Supreme diapers with Triple Leak Barriers. Based on Kimberly-Clark's leadership in absorbency technology, an extra leak barrier has been added inside. So now there's not one but two leak guards working together with the leg elastic to provide triple protection against leaks.

"Our newest improvement to Huggies Supreme diapers addresses parents' No. 1 concern: stopping leaks," said Dudley Lehman, Kimberly-Clark's group president of Infant and Child Care. "New triple protection leak barriers provide unsurpassed performance and are another example of Huggies' commitment to product innovation."

New Huggies Supreme diapers with Triple Leak Barriers will hit store shelves in September in bold new packaging that illustrates the three-way leak protection system. The Huggies Supreme diapers improvement will be supported by a promotional and advertising campaign that will kick off in the next few weeks.

This is the latest in a stream of innovations to the Huggies brand. The company recently introduced Huggies Disposable Changing pads and Huggies Convertibles diaper-pants, a first-of-a-kind product that can be put on like a pant or used like a traditional diaper. Last year Kimberly-Clark added all-around stretch to its Huggies

Supreme diapers, making them the only diaper on the market with a stretchable outer cover, providing improved fit and comfort. The company also added a new stretchy waistband to Huggies Ultratrim diapers for improved overall fit.

In addition, Kimberly-Clark is enhancing Huggies Supreme Care baby wipes, its market-leading super premium brand, by adding Aloe and Vitamin E. New Huggies Supreme Care baby wipes with Aloe and E will be available in stores in October.

GoodNites Disposable Underpants More Like Real Underwear

Based on consumer feedback and backed by K-C's proprietary technology, Kimberly-Clark has made GoodNites Disposable underpants nearly 30 percent thinner, making them look and feel more like real underwear than ever before.

New GoodNites Disposable underpants, which were significantly preferred over the current GoodNites product, will begin shipping in September and will be supported by a full national advertising and promotional campaign.

"GoodNites underpants aren't used only for protecting against nighttime accidents," said Lehman. "Rather, they serve a higher purpose by helping give children confidence during what can be a difficult part of growing up. These latest enhancements underscore Kimberly-Clark's commitment to helping both parents and children cope during this sensitive time. New trimmer-fitting GoodNites offer the same trusted protection, yet are virtually

invisible under pajamas. Importantly, a thinner pant helps children feel they are wearing a product that is more like underwear and less like a diaper."

Kimberly-Clark created the disposable youth pant category in 1994 by taking on an often taboo subject: bedwetting. It's a condition that affects some 5 to 7 million children in the U.S. alone. By continually making improvements based on what parents and kids want, the GoodNites brand has remained the category leader for almost a decade.

Pull-Ups Training Pants, Huggies Baby Wipes To Feature Popular Disney Characters

Beginning in September, Disney-Pixar Buzz Lightyear, hero of "Toy Story," will appear on Pull-Ups training pants for boys. Girls' training pants will feature Disney's beloved princesses Cinderella, Sleeping Beauty and Snow White.

In addition, Toy Story and Disney Princess designs will appear on Huggies baby wipes collectible tubs and travel packs, also available in September.

Kimberly-Clark created the disposable training pants category in 1989 with the introduction of Huggies Pull-Ups training pants. By continually making innovative improvements based on what moms want, the Pull-Ups brand has remained the category leader ever since. The disposable pants category is nearing retail sales of \$1 billion annually in the U.S. and is still growing at a double-digit rate.

To download photos of Huggies Supreme diapers, GoodNites Disposable underpants, Huggies Supreme Care baby wipes and Pull-Ups training pants visit the [Photo Library](#) page on www.kimberly-clark.com.

About Kimberly-Clark

Kimberly-Clark and its well-known brands are an indispensable part of life for people in more than 150 countries. Every day, one in four people around the world trust K-C's brands to enhance their health, hygiene and well-being - brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. For the second consecutive year, Kimberly-Clark has been named to Fortune magazine's list of "100 Best Companies to Work For In America." With nearly 64,000 employees worldwide, the company has received similar recognition in the U.K., Argentina, Australia, Czech Republic, Korea and Thailand. To keep up with the latest K-C news and to learn more about the company's 131-year history of innovation, visit www.kimberly-clark.com.

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