

# Kimberly-Clark Introduces Huggies Convertibles

## **No. 1 Diaper Brand In The U.S. Expands With First-Of-A-Kind Diaper-Pant**

## **Company Also Announces Additions to Huggies Baby Wipes Line in North America and Europe**

DALLAS, April 17, 2003 – Kimberly-Clark Corporation [NYSE: KMB] today announced Huggies Convertibles diaper-pants, an entirely new way for parents to diaper active babies. Huggies Convertibles diaper-pants are a first-of-a-kind product that can be put on like a pant or used like a traditional diaper, providing parents with unprecedented convenience in diapering.

Huggies Convertibles diaper-pants are a super premium line extension to Huggies Ultratrim and Huggies Supreme diapers and will be available nationally in size 5 at retail locations beginning in late summer.

### **New Convertibles Diaper-Pants Offer Flexibility and Versatility**

Huggies Convertibles diaper-pants – developed for babies 15 to 36 months old – is the first product in the diapering category to feature pre-fastened side seams and tabs. This latest innovation from Huggies diapers, the No. 1 brand in North America, is the result of Kimberly-Clark understanding consumers' needs and leveraging its proprietary technologies to develop leading-edge products.

“During extensive consumer research and in-home testing, parents said they love Huggies Convertibles diaper-pants because of the convenience, flexibility and the ease of adjusting the fit,” said Dudley Lehman, group president of Infant and Child Care at Kimberly-Clark. “As parents know well, diapering active babies can be a challenge. After trying Huggies Convertibles diaper-pants, nearly four out of five moms said they would purchase the product.”

The introduction of Huggies Convertibles diaper-pants is the latest in a stream of innovations to Huggies diapers. 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 better fit and comfort. The company also added a new stretchy waistband to Huggies Ultratrim diapers for improved overall fit.

Kimberly-Clark also announced two recent innovations to its market-leading Huggies baby wipes line-up in North America – Huggies Newborn Ultra-Gentle baby wipes and Huggies Original wipes in Pop-Up tubs. In Europe, Kimberly-Clark expanded its roll-out of Huggies Cotton-Touch baby wipes.

The newest addition to the Huggies brand of baby wipes products, Huggies Newborn Ultra-Gentle, will be available in North America by the end of the month. Huggies Newborn Ultra-Gentle baby wipes are made from an exclusive Kimberly-Clark basesheet, quilted for soft and gentle cleaning. The product is alcohol and fragrance-free and enriched with aloe and vitamin E. Other Huggies brand baby wipes include Huggies Original, Huggies Natural Care and Huggies Supreme.

New Huggies Original wipes in Pop-Up tubs, which arrived at North American retailers earlier this year, feature baby wipes that are perforated and dispense one at a time. The proprietary dispensing system of this product allows for easy refilling and has a soft, flexible opening that keeps the wipes moist. This dispensing breakthrough tested better than a 2-to-1 winner with consumers versus the competitor's dispenser wipes.

In Europe, Huggies Cotton-Touch baby wipes were recently introduced in Italy, Spain and Portugal, as well as much of Central and Eastern Europe. This follows launches last year in the U.K., France, Holland and Belgium. The product is already gaining popularity because it is nearly 50 percent thicker than most other wipes, thanks to Kimberly-Clark's proprietary coform technology. Huggies Cotton-Touch baby wipes have already attained a nearly 9 percent share of the U.K. market alone since the product was launched last year.

#### About Kimberly-Clark

Kimberly-Clark Corporation is a leading manufacturer and marketer of global consumer brands with annual sales of \$13.6 billion. It is home to some of the world's most recognized and trusted brands, including Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. Other well-known Kimberly-Clark brands outside of North America include Andrex, Scottex, Page, Popee and Kimbies. The company's tissue, personal care and health care products are manufactured in 43 countries and sold in more than 150. Nearly one-quarter of the world's population, or 1.3 billion people, use Kimberly-Clark products each year. For the second consecutive year, Kimberly-Clark was named to Fortune magazine's "100 Best Companies to Work For in America." With nearly 64,000 employees worldwide, K-C has received similar recognition in the U.K., Argentina, Australia, Korea and Thailand. For more information about Kimberly-Clark's well-known brands, visit the Kimberly-Clark Web site at [www.kimberly-clark.com](http://www.kimberly-clark.com).

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