

K-C Introduces The Neat Sheet Family Size; Just Right For Outdoor Activities

K-C Introduces The Neat Sheet Family Size; Just Right For Outdoor Activities DALLAS, March 18, 2003 - The Neat Sheet, the convenient, lightweight ground cover from Kimberly-Clark Corporation (NYSE: KMB) now has a larger sibling: The Neat Sheet family size.

The Neat Sheet family size is made of the same patented, water-repellent, cloth-like nonwoven fabric as The Neat Sheet regular size but, at 71 square feet, it covers more than twice the area.

While large enough for a family and their gear at a soccer game, a picnic or a campsite, The Neat Sheet family size is light enough to be easily tucked away and carried in a tote bag or basket. It is machine washable and may be dried on a clothesline or in a clothes dryer.

"Consumers told us they loved The Neat Sheet, but they wanted a larger size for outdoor family activities. We are excited to respond with The Neat Sheet family size ground cover to meet those needs," said Kathi Seifert, executive vice president. "Kimberly-Clark is a leader in translating consumer insights into innovative new products and bringing winning brands to market."

The Neat Sheet family size comes on the heels of last spring's introduction of The Neat Sheet, a first-of-a-kind ground cover with 101 indoor and outdoor uses. The Neat Sheet ground cover recently won the "Build a Better Mousetrap" award for being one of the 10 best domestic new product innovations of 2002. The Neat Sheet ground cover was chosen for this award by Productscan® Online out of more than 30,000 new product introductions last year.

In addition, The Neat Sheet ground cover was a finalist for the 2003 Visionary Award, a recognition of innovative use of nonwoven fabrics and technology, presented by INDA - Association of the Nonwoven Fabrics Industry.

The Neat Sheet family size is now available nationally as a one-count package and will be available later in the spring in a combination pack with the regular size. Find out more at www.TheNeatSheet.com.

About Kimberly-Clark

Kimberly-Clark 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. The company's tissue, personal care and health care products are manufactured in 42 countries and sold in more than 150 countries. 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 has been named to Fortune magazine's list of "The 100 Best Companies to Work For in America." For more information about Kimberly-Clark and its well-known brands, visit the Kimberly-Clark Web site at www.kimberly-clark.com.

