

# Kimberly-Clark Introduces Improved Pull-Ups Training Pants, No. 1-Selling Brand In North America

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### **New Easy Open Sides Meets Top-Unmet Consumer Need For Easier Potty Training**

Company Also Improves Huggies Ultratrim Diapers For Improved Fit DALLAS, October 15, 2002 – Kimberly-Clark Corporation [NYSE: KMB], the leader in infant care and child care categories, today announced its latest innovation to Pull-Ups training pants, the No. 1-selling brand in North America. By leveraging its expertise in nonwovens technology, Kimberly-Clark has developed the first-ever training pant with easy open sides to make potty training easier.

Kimberly-Clark also announced an improvement to the No. 1-selling diaper brand, Huggies Ultratrim, with the addition of a new stretchy waistband for better fit. This improvement closely follows the company's latest innovation to Huggies Supreme diapers – the only diaper with all-around stretch for a more secure and improved fit.

“Product innovation is the cornerstone of Kimberly-Clark,” said Dudley Lehman, group president of Infant and Child Care at Kimberly-Clark. “Fueled by deep consumer understanding and backed by our proprietary technologies, Kimberly-Clark continues to lead the infant and child care categories by delivering superior-performing products and product features that parents want and need for their children.”

#### **New Pull-Ups training pants offer convenience, flexibility**

New Pull-Ups training pants are significantly preferred by parents over the current Pull-Ups product. Larger sizes arrived on store shelves in September across the U.S. and will be available in all sizes by mid-2003.

“We know that potty training can be an exciting yet frustrating time for parents,” said Kim Underhill, associate marketing director for the Pull-Ups brand. “New Pull-Ups training pants are the only training pants on the market with easy open sides that still go on like Big Kid underwear, but for added convenience, can be easily removed in case of an accident.”

A steady stream of improvements has enabled the Pull-Ups brand to remain the category leader for more than a decade. The disposable training pants category is nearing retail sales of \$1 billion annually in the U.S. and is still growing at a double-digit rate.

### **Consumer-preferred “stretchy waistband” improves Huggies Ultratrim diapers**

New Huggies Ultratrim diapers provide an improved fit and are designed to reduce diaper sagging and leakage at the waist. Consumer research continues to show that parents rate fit among the most important diaper attributes. In addition to the improved waist elastic, new Huggies Ultratrim diapers have a bold new look with brighter, larger graphics. The new diapers will be available in larger sizes in November, with all sizes available by mid-2003.

For more information on Pull-Ups training pants and potty training, visit [www.pull-ups.com](http://www.pull-ups.com), and for Huggies Ultratrim diapers, visit [www.huggies.com](http://www.huggies.com). To download photos of the products, visit the Photo Library page on [www.kimberly-clark.com](http://www.kimberly-clark.com).

### **About Kimberly-Clark**

Kimberly-Clark Corporation is a leading global consumer products company. Its tissue, personal care and health care products are manufactured in 42 countries and sold in more than 150. Kimberly-Clark is home to some of the world’s most trusted and recognized brands, including Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. Nearly one-quarter of the world’s population, or 1.3 billion people, use Kimberly-Clark products each year. Kimberly-Clark has been among Fortune magazine’s “Most Admired” corporations since 1983 and was named to its 2002 list of “100 Best Companies to Work For.” 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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