

Kimberly-Clark Introduces Improved Huggies Supreme Diapers

Kimberly-Clark Introduces Improved Huggies Supreme Diapers Dallas, June 24, 2002 – Kimberly-Clark Corporation [NYSE:KMB], maker of Huggies diapers, the No. 1-selling brand in North America, today announced its latest innovation to Huggies Supreme diapers. Through its proprietary nonwovens technology, Kimberly-Clark has developed the first-of-its kind diaper with all-around stretch for a more secure and comfortable fit – one of the most important diaper features to parents, according to consumer research.

New Huggies Supreme diapers, which are significantly preferred by parents to other premium diaper brands, began hitting store shelves this month across the U.S. in larger diaper sizes. It is the only diaper on the market that offers a new, innovative stretchable outer cover and has a new stretchy waistband providing superior fit and comfort. In addition, stretchy ears and large tabs make fastening the diaper easy and provide a better, overall fit with every change.

“Moms tell us that the fit and comfort in new Huggies Supreme is unparalleled,” said Dudley Lehman, group president of Infant and Child Care at Kimberly-Clark. “That’s what drives our vision for the category – creating products that keep babies and their parents happy. Inspired by consumer feedback and backed by our nonwovens and absorbency expertise, we’ve produced a superior-performing diaper that’s like no other on the market.” Stretch Drives Preference

Parents who tried the product in field tests say the diaper “fits like a glove” and “conforms to my baby’s body.” Consumer research continues to show that parents rate fit among the most important diaper attributes. In a recent consumer study, the improved Huggies Supreme product was preferred and was ranked significantly higher than competitive products on overall diaper fit.

In addition to the improved waist elastic and stretchable outer cover, new Huggies Supreme diapers have improved outer cover graphics. Television commercials and print advertising featuring the product will begin airing in the fourth quarter. For more information on Huggies Supreme diapers, visit www.huggies.com. To download a photo of the product, visit the Photo Library page on 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 recently named to its 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.