

Kimberly-Clark And Yahoo! Launch New Internet Parenting Category On Yahoo! Health

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Through its award-winning Web site, Parentstages.com (www.parentstages.com), Kimberly-Clark will supply Web-based information and resources to the new Parenting category on Yahoo! Health (<http://health.yahoo.com/health/parenting/>). Sponsored by the Huggies, Pull-Ups, GoodNites, and Little Swimmers brands, Parentstages.com provides parents with child-rearing advice and connects them with links to other helpful parenting sites.

Organized into three sections based on specific stages of parenting – “Expecting,” “New” and “Growing” – Parentstages.com allows parents to select information for their particular needs of parenthood. Whether their question involves bed-wetting, chicken pox or calculating a baby's due date, the answers will now be available to millions more parents through Yahoo! Health.

“As a leading manufacturer of infant and child care products, we use our understanding of consumer needs to provide parents with reliable and useable information to help in raising their children,” said Dave Deising, marketing director of Infant Care at Kimberly-Clark. “Through a network of online partners, Parentstages.com offers parents instant access to credible information on the subjects they want to know about most. Our agreement with Yahoo! allows us to reach a broader audience on the Internet than ever before.”

Tina Pang Mayer, director of Yahoo! Health, said: “Yahoo! Health is committed to offering the highest quality health information online and teaming with content providers like Parentstages.com allows us to deliver on that promise. Parentstages.com is a highly-popular and recognized site designed to help parents navigate through the vast amount of parenting information available on the Web. We're delighted to provide our users with this outstanding content.”

Third-party endorsements

In 2001, Parentstages.com received “Outstanding Web Site” honors from the Web Marketing Association for elements including content, design, innovation and ease of use. Additionally, Parentstages.com received the @d:tech award in 2001 for the best industry-specific Web site in the consumer packaged goods category.

About Kimberly-Clark

Kimberly-Clark Corporation is a leading worldwide consumer products company. Its global tissue, personal care and health care brands include Kleenex, Scott, Huggies, Pull-Ups, Kotex, Depend, Kimberly-Clark, Safeskin,

Tecnol, Kimwipes and WypAll. The company has manufacturing operations in 42 countries and sells its products in more than 150 countries. For more information about Kimberly-Clark and its well-known brands, please visit the Kimberly-Clark Web site at www.kimberly-clark.com.

About Yahoo! Health

Yahoo! Health is a comprehensive resource for people seeking health information on the Internet. Yahoo! Health can help consumers be more informed about healthcare through a broad range of resources and Centers covering Cancer, Clinical Trials, Diet, Alternative Medicines, Women's Health, Pregnancy and more. Yahoo! Health is part of the globally branded Yahoo! network that reaches 237 million unique visitors a month.

<https://www.news.kimberly-clark.com/press-releases?item=125272>