



## **Kimberly-Clark Wins MAX Award For Microcuff Pediatric Endotracheal Tube**

### **-Airway management device recognized for product innovation, related marketing support and impact on the marketplace-**

(ROSWELL, Ga. – March 7, 2007) – Kimberly-Clark Health Care was honored by the Robinson College of Business at Georgia State University and the Atlanta Business Chronicle at the 15th annual MAX Awards (Marketing Awards for Excellence) held February 23 in Atlanta. The company's launch of the KIMBERLY-CLARK MICROCUFF Pediatric Endotracheal Tube, an airway management solution designed to meet the unique needs of children, was selected as a 2007 winner.

"It is incredibly gratifying to work on something that improves the standard of care for children under anesthesia or when requiring mechanical ventilation," said Dave Rawlings, Senior Product Manager, Kimberly-Clark Health Care. "Launching this solution was the result of a great team effort, and we are honored to be recognized for a market introduction that answers a real need in the pediatric marketplace."

MAX Award finalists were selected by the Georgia State University Marketing Roundtable, a committee made up of marketing executives from 25 Georgia-based companies. The winners were chosen based on criteria including the uniqueness of the company's product or program, the use of innovative marketing techniques and sales success or the ability to offer improvement over current practice.

Before MICROCUFF, the only option for most caregivers was to use a device that was simply a smaller-size adult tube, that is, an uncuffed tube that does not offer adequate protection against airway leaks and other potential risks associated with mechanical ventilation. The MICROCUFF Tube features a micro-thin cuff that effectively seals the airway at ultra-low cuff pressures to reduce the risk of airway trauma. Anatomically based marks assist in optimal tube placement, and the tube's design makes it possible to more safely position the cuff lower in the trachea to minimize cuff pressure on the delicate upper airway tissues of pediatric patients.

"We thank the judges for recognizing the uniqueness of the MICROCUFF product, as well as the efficacy of our marketing materials to communicate its clinical benefits over current products and practices associated with pediatric airway management," said Vincent Gaspar, director of global commercialization, Kimberly-Clark Health Care. "This award represents the opportunity for medical device companies to continually innovate both from a product standpoint and from a marketing standpoint. "

Kimberly-Clark manufactures a number of other pediatric products including blood pressure cuffs, feeding tubes, closed suction catheters and face masks. To learn more about the Kimberly-Clark Microcuff Pediatric Endotracheal Tube, please visit [www.kchealthcare.com/microcuff](http://www.kchealthcare.com/microcuff).

### **About Kimberly-Clark in the Healthcare Environment**

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This over \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 and No. 2 market share positions in several categories including infection control solutions, surgical solutions, pain management and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, KIMBERLY-CLARK Professional skin care products, and SCOTT towels for day-to-day needs. For more information, please visit <http://www.kchealthcare.com>.