



Kimberly-Clark Launches Goodnites Sleep Boxers And Sleep Shorts In North America

Boxer-Style Underwear Helps Lessen Nighttime Anxiety for Children Who Wet the Bed

First-of-its-Kind Absorbent Boxer-Style Underpants Also Being Introduced in Europe under K-C's DryNites Brand

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DALLAS, Sept. 10, 2007 - Kimberly-Clark Corporation (NYSE: KMB) today announced the North American launch of GoodNites Sleep Boxers and Sleep Shorts, the first absorbent underpants that look and feel like boxer-style underwear.

Based on insights gained from moms and children, Kimberly-Clark designed the GoodNites Sleep Boxers for boys and Sleep Shorts for girls to match today's popular boxer-style underwear and to offer an odor control feature for added discretion. Together, these attributes help lessen the anxiety and frustration felt by parents and children coping with the issue of bedwetting by providing a feeling of normalcy and self-confidence to those children.

"Bedwetting is a condition that many children ages 5 to 12 experience, but will eventually outgrow with patience and time. However, this sensitive issue can affect a child's self-esteem and ability to relax at bedtime," said Bob Thibault, President of Kimberly-Clark's North American Personal Care products. "The new GoodNites Sleep Boxers and Sleep Shorts offers trusted nighttime protection and look more like everyday underwear, helping children feel more comfortable as they deal with bedwetting."

Since inventing the absorbent underpants category in 1994 with the GoodNites brand, K-C has continued to grow the category through innovations. In 2004, the company introduced the first and only gender-specific absorbent underpants that feature more underwear-like graphics and styles, and custom protection for boys and girls. Within the first year of being introduced to market, these innovations helped produce double-digit gains in the category.

Today, the GoodNites brand holds a nearly 90 percent share of the U.S. market according to AC Nielsen measured outlet data. K-C expects it will continue to generate growth by offering families a choice in product styles and by attracting greater numbers of non-users of absorbent underpants products with the new boxer-style underwear. Initial response to the new GoodNites Sleep Boxers and Sleep Shorts has been very positive, with strong interest and support from consumers and retail customers as well as having recently earned the Good Housekeeping Seal.

"K-C makes it a priority to understand the lifestyles of our consumers in order to bring solutions to their everyday lives," said Bruce Paynter, President of North Atlantic Personal Care for K-C. "Moms have told us they welcome a product that not only enhances their child's self-confidence at bedtime, but also reduces the parental stress associated with bedwetting. Children have said they like the product because it looks like their daytime underwear, so they are more likely to wear it.

"Our retail customers recognize the Sleep Boxers and Sleep Shorts as a great innovation and are making space on their shelves for the new products," added Paynter.

Launching First-of-a-Kind Innovation in European Markets

As part of translating key insights into global solutions, K-C introduced the absorbent boxer-style underwear for children under the DryNites brand in July in the U.K. The company plans to expand availability of the product elsewhere in Europe over the next year.

To support the North American and U.K. introduction of the GoodNites and DryNites boxer-style underwear, K-C is launching a marketing campaign titled "Lighten the Night." The comprehensive campaign communicates how the GoodNites and DryNites brands' trusted nighttime protection and the new boxer-style underpants can help children feel more normal and relaxed at bedtime - resulting in more restful sleep.

The campaign, which launched in the U.K. in August, and kicks off in North America later this month, includes new TV and print advertising, full-page FSIs, direct response TV with sample offers, wallboards in doctors' offices, sponsorships with youth organizations, public relations activities, expanded Web sites for consumer information and support, and in-store signage and displays.

According to K-C, in-store marketing and merchandising support for these products will play an important role since a significant percentage of consumers first become aware of GoodNites and DryNites brand products in stores. "To better connect with shoppers at retail, K-C developed innovative trial-size product offerings that look like regular underwear packaging, including a one-count tube package for the North American market and a clear-windowed carton for the U.K. These can be displayed in alternate areas of stores, such as children's clothing areas, to help generate awareness among non-users," said Paynter.

The new GoodNites Sleep Boxers and Sleep Shorts will be available at most major retail outlets throughout North America beginning in late September. DryNites boxer-style underwear is currently available throughout the U.K., and K-C expects to introduce the product in France, Spain, Holland, Denmark and Italy over the next year.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people-nearly a quarter of the world's population-trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 135-year history of innovation, visit www.kimberly-clark.com.