



## **Kimberly-Clark Names Don Quigley President of North American Customer Development**

### **Appointment of Former PepsiCo Executive Is Next Step in K-C's Transition to Customer-Driven Business Development Organization**

### **Quigley Succeeds Bruce Paynter, Who Becomes President of North American Baby Care for Kimberly-Clark**

DALLAS, August 24, 2004 - In a move designed to further elevate the needs of retail customers and shoppers into all elements of its consumer products businesses, Kimberly-Clark Corporation (NYSE: KMB) today announced the appointment of Don Quigley as president of North American Customer Development.

Formerly vice president of PepsiCo Customer Development, Quigley will lead the continued evolution of Kimberly-Clark's North American Consumer Sales force into a customer-driven business development organization. He will report to Steve Kalmanson, group president of North Atlantic Personal Care and North American Customer Development.

"Kimberly-Clark's Customer Development team already is recognized for its strengths in customer relationships, operations and collaborative business planning," Kalmanson said. "Don's leadership and experience will enable us to build on those strengths, guiding Customer Development to become even more strategic and effective in growing both our and our customers' businesses.

"Don has solid relationships with major retailers and a strong track record of delivering results. His charge is to provide our customers with the full range of K-C's business capabilities--product and technology, operations and supply chain initiatives, and customer-specific marketing efforts. In so doing, he will take our Customer Development organization to the next level, contributing to the success of the company's Global Business Plan."

### **Paynter to Head K-C's Baby Care Business**

Quigley succeeds Bruce Paynter, who has been named president of K-C's newly formed North American Baby Care business, which combines Infant Care, Wet Wipes and Baby Toiletries/Accessories. In this new position, Paynter will be responsible for the company's market-leading Huggies diapers and baby wipes and for building its growing portfolio of Huggies brand extensions that to date include changing pads, baby wash and washcloths.

Paynter has held a variety of management positions within Kimberly-Clark, including serving as president of North American Adult Care and, prior to that, vice president of Family Care Marketing. With a proven record of leading change and delivering business results and market share gains through brand-building, Paynter brings 21 years of diverse K-C experience to his new role. Most recently, as head of Kimberly-Clark's 500-member North American sales team, he led the company's move from a primarily sales-based organization to one centered on delivering total business solutions from supply chain efficiency to category growth.

"Bruce was chosen to lead Consumer Sales through its initial transition to a Customer Development organization because of his business experience, combined with his understanding of, and passion for, the customer," Kalmanson said. "He will continue to champion the customer in his role as leader of our Baby Care business in North America."

### **Differentiating Kimberly-Clark to Customers**

Working with major customers, Kimberly-Clark is elevating and integrating the voice of its customers and their shoppers in the company's business plans and strategies. For example, customer teams in both North America and Europe are being staffed with members representing a cross section of functions and experience, enabling them to support key retailers across a range of business decisions. The goal is to identify and act more quickly on customer and shopper insights to drive sales and profitability for both K-C and its customers.

The North American Customer Development team also is creating a more effective approach to forecasting base and promotional sales, and has drawn on customer input to institute more efficient processes for replenishing inventory.

"Our customers want us to provide them not only with trusted and well-known brands, but also with total business solutions," Kalmanson said. "The appointment of Don Quigley is another significant step in our plan to increase collaboration between our Customer Development organization and our businesses.

"This collaboration will enable us to better anticipate our customers' needs and bring cutting-edge solutions to market more quickly."

### **Quigley Background**

Quigley brings more than 25 years of experience in building strategic customer relationships at major consumer products companies. At PepsiCo, he was responsible for \$2.2 billion in annual sales for all PepsiCo brands, and was instrumental in integrating the Pepsi Cola, Quaker Oats and Frito Lay sales teams into a single, customer-facing organization.

Before joining PepsiCo, he was senior vice president of sales at Pete's Brewing Company, the No. 2 producer of micro/specialty beers in the U.S. Earlier he held key sales management positions during a 16-year tenure with E&J Gallo. He began his career in management and sales with the Carnation Food Company.

### **About Kimberly-Clark**

Kimberly-Clark and its well-known global brands are an indispensable part of life for people around the world. Every day, 1.3 billion people--nearly a quarter of the world's population--trust K-C brands 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 132-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).