



## **Kimberly-Clark Announces New Huggies Disposable Changing Pad**

### **Innovative Line Extension To The Huggies Brand Helps Make Away-From-Home Diaper Changes Easier**

DALLAS, July 31, 2003 - Kimberly-Clark Corporation (NYSE: KMB), a global leader in the infant and child care category, today announced an innovative line extension to the Huggies brand: new Huggies Disposable Changing pads. Developed to meet the challenge of diapering an active baby on the go, Huggies Disposable Changing pads offer a clean, convenient changing surface that is instantly available, whether diapering a baby in a public restroom or anywhere away from home.

Huggies Disposable Changing pads have a soft, highly absorbent top layer for comfort and a non-slip bottom layer that keeps the pad in place. The product has a water-proof barrier and is disposable for added convenience and cleanliness. What's more, Huggies Disposable Changing pads come folded into the size of a paperback book for easy storage, but when unfolded are big enough to cover a 20-by-30-inch area.

"Consumers told us they want an easy-to-pack and easy-to-use changing pad for away from home use," said Dudley Lehman, Group President Infant and Child Care at Kimberly-Clark. "With an estimated 20 million on-the-go diaper changes taking place every week, parents are concerned about protecting their child from unsanitary surfaces while making diaper changing quicker and more convenient. New Huggies Disposable Changing pads are the perfect complement to the Huggies line of superior-performing products. Like all Huggies products, the changing pads fulfill a special need for parents and their children."

Huggies Disposable Changing pads come four to a package and will be available nationally at grocery stores, drug stores and mass merchandisers by mid-August.

### **Continual innovation by the Huggies brand**

The introduction of Huggies Disposable Changing pads is the latest in a steady stream of innovations from the Huggies brand, the market leader in diapers and baby wipes. Most recently, K-C introduced Huggies Convertibles diaper-pants, a first-of-a-kind product that can be put on like a pant or traditional diaper. Last year, Kimberly-Clark added all-around stretch to Huggies Supreme diapers and a new, stretchy waistband to Huggies Ultratrim diapers for improved overall fit. In addition, K-C also rolled out innovations to its market-leading Huggies baby wipes lineup in North America - Huggies Newborn Ultra-Gentle baby wipes and Huggies Original wipes in Pop-Up tubs, as well as expanded its rollout of Huggies Cotton-Touch baby wipes in Europe.

### **About Kimberly-Clark**

Kimberly-Clark and its well-known brands are an indispensable part of life for people in more than 150 countries. Every day, one in four people around the world trust K-C's brands to enhance their health, hygiene and well-being - brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. For the second consecutive year, Kimberly-Clark has been named to Fortune magazine's list of "100 Best Companies to Work For In America." With nearly 64,000 employees worldwide, the company has received similar recognition in the U.K., Argentina, Australia, Czech Republic, Korea and Thailand. To keep up with the latest K-C news and to learn more about the company's 131-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).