



## Huggies and Pull-Ups Brands Announce Collaboration with PBS Kids Sprout

### New Preschool channel allows K-C brands to interact with parents through use of digital, online and video-on-demand technologies

Dallas, TX, Sept. 28, 2005 – Kimberly-Clark Corporation's (NYSE: KMB) Huggies and Pull-Ups brands announced today a collaboration with PBS KIDS Sprout, a partnership between Comcast Corporation (Nasdaq: CMCSA, CMCSK), PBS (Public Broadcasting Service), Sesame Workshop and HIT Entertainment. Sprout's ability to interact with parents and children through emerging digital, online and video-on-demand (VOD) channels enables K-C to gain valuable consumer insights.

"We are excited to be a primary partner for PBS KIDS Sprout," said Hedy Lukas, Director of Marketing Services, for Kimberly-Clark. "This first-of-its-kind partnership between Kimberly-Clark and PBS KIDS Sprout is a great example of how K-C, under its Global Business Plan initiatives, will invest in innovative and strategic advertising and marketing opportunities to further build its brands, improve brand equity and extend K-C's leadership position among customers, shoppers and users."

As part of the partnership, Kimberly-Clark will explore the use of the emerging digital, online and VOD technologies to initiate Huggies and Pull-Ups cross-promotional content opportunities with viewers of the network. The VOD element will provide K-C a platform to experiment with different messaging, and long-form creative/vignettes that will be designed to drive moms and moms-to-be directly to the newly launched Huggies Baby Network, Pull-Ups.com, and two new Web sites: "Huggies Happy, Healthy Pregnancy," and "Huggies Happy Baby."

According to Brad Santeler, Director of Kimberly-Clark's Media Services group, "This opportunity provides K-C's Baby and Child Care businesses with great content and a unique opportunity to learn more about consumers' interests in baby and child care issues, and their use of emerging technologies – all within an uncluttered environment with no competitors. We believe this type of consumer-centric, consumer-controlled environment is the future of advertising and branding."

On September 26, 2005, PBS KIDS Sprout announced the launch of the new 24/7 preschool network and its Web site making PBS KIDS Sprout the perfect place for parents and their little ones to enjoy the wonders of early childhood - anytime, anywhere. PBS KIDS Sprout is available on digital cable and satellite with over 16 million committed subscribers dedicated to offering little ones safe, fun, quality content.

The channel will feature thematic programming blocks uniquely designed to follow the day of a preschooler from breakfast through to bedtime. Morning programming on PBS KIDS Sprout will feature stimulating and upbeat shows designed to get little ones moving and active for the day ahead. Lunchtimes and afternoons will offer shows with common learning themes such as shapes, colors and feelings. The evening programming block will include soothing and relaxing shows to help children gently wind down after a busy day, making PBS KIDS Sprout the perfect place for parents and their little ones to enjoy the wonders of early childhood.

"PBS KIDS Sprout is a great way for K-C to engage consumers for an extended period of time, and it really captures how we want our Huggies and Pull-Ups brands to interact with parents in a content-friendly environment," said Mark Cammarota, Marketing Director for Kimberly-Clark's Baby Care Brand Activation. "As new technology changes the way that families view television, Sprout provides Kimberly-Clark a way to reach our consumers in an uncluttered environment with a relevant message. In the future we see these types of communications channels as enhancing our ability to develop and execute strategic, 360-degree marketing approaches for these brands."

Diana Kerekes, the acting GM for PBS KIDS Sprout said, "PBS KIDS Sprout is thrilled that Kimberly-Clark is the first to join us. Similar to PBS KIDS Sprout, the Huggies and Pull-Ups brands understand that the joys of parenting are in the simple moments and discoveries shared together. The Huggies and Pull-Ups brands go hand and hand with the fun, quality programming, loved by kids and trusted by parents, offered on PBS KIDS Sprout."

PBS KIDS Sprout will feature an unprecedented library of shows including Sesame Street®, Bob the Builder™, Barney & Friends™, Thomas & Friends™, Angelina Ballerina™, Sagwa: The Chinese Siamese Cat™, @ChloeB, The Berenstain Bears™, Jay Jay the Jet Plane™, Teletubbies™, Dragon Tales™, Pingu™, Noddy™ and more.

PBS KIDS Sprout also offers a complete VOD, service featuring 50 hours of VOD content every day. With VOD, a parent can access their preschooler's favorite show – exactly when they want; you can start any show and play and stop and stop and play! PBS KIDS Sprout On Demand also features Spanish-language programming, including episodes of Barney & Friends, Bob the Builder and Angelina Ballerina, as well as Plaza Sésamo, the Spanish-language adaptation of Sesame Street.

The PBS KIDS Sprout complementary Web site, [www.sproutletsgrow.com](http://www.sproutletsgrow.com), offers a fun, safe environment for little ones and their caregivers to engage in shared moments of learning and laughing while surfing and playing together. Sproutletsgrow.com offers original games, programming schedule as well as user-friendliness in interacting with preschoolers most beloved characters.

### **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 133-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

### **About PBS KIDS Sprout**

PBS KIDS Sprout was created as a partnership between Comcast (Nasdaq: CMCSA, CMCSK) the country's leading provider of cable, entertainment and communications products and services; PBS, the most trusted distributor of award-winning children's programming; and HIT Entertainment and Sesame Workshop, two of the leading providers of quality entertainment for young children.