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## Kimberly-Clark Recognized for Innovation at 2014 Edison Awards

### Scott 24 Hour Sanitizing Spray and Huggies Gender Specific Diapers Honored for Excellence in New Product Development

DALLAS, May 1, 2014 /PRNewswire/ -- Kimberly-Clark Corporation (NYSE: KMB) announced today that Scott 24 Hour Sanitizing Spray and Huggies Gender Specific Diapers have been named among the most innovative new products of the year at the 27th annual Edison Awards gala held in San Francisco on April 30.

The awards are named after legendary inventor Thomas Alva Edison, whose extraordinary new product development methods and innovative achievements made him a household name around the world. Recipients of the Edison Awards™ are selected by a panel of more than 3,000 individuals, including members of seven different associations representing a wide variety of industries and disciplines.

"We are delighted to receive dual Edison Awards for these first-of-a-kind products from the Scott and Huggies brands," said Pete Dulcamera, vice president, corporate research and engineering for Kimberly-Clark. "While these products are quite different, they exemplify Kimberly-Clark's commitment to building brands and growing categories through innovative solutions to consumers' and customers' unmet needs."

Scott 24 Hour Sanitizing Spray received a Silver Edison Award in the safety category. This innovative product kills 99.9% of the most common bacteria for 24 hours, even after multiple touches, and also disinfects against viruses. K-C's scientists worked with an open innovation partner specializing in high-speed robotics to do hundreds of experiments in a fraction of the typical time to identify the perfect combination of ingredients for a new-to-the world product that cleans, disinfects, deodorizes and sanitizes in one easy step. Scott 24 Hour Sanitizing Spray is the latest addition to Kimberly-Clark Professional's [Healthy Workplace Project](#) and [Healthy Schools Project](#), two programs that offer a multifaceted approach to hand and surface hygiene to help people understand and prevent the spread of cold, flu and other germs.

Huggies Gender Specific Diapers earned a Bronze Edison Award in the personal care category. Kimberly-Clark tailored Huggies diapers to boys' and girls' anatomical needs for superior performance and incorporated fun with Mickey and Minnie character designs. Huggies Gender Specific Diapers are sold outside North America and have achieved strong consumer response, moving up at least one share point in every launch market in just three months, with at least 20 percent volume growth in those same markets.

The 2014 recognition builds on prior Edison Awards received by Kimberly-Clark. Last year, Yuhan Kimberly (YK) received a Bronze Edison Award for the [tn](#), or teen's nature, brand of skin care products. Kimberly-Clark has two other Edison Award wins: in 1995 for Kleenex Ultra Facial Tissue and in 1991 for Pull-Ups.

#### About the Edison Awards™

The Edison Awards is a program conducted by Edison Universe, a non-profit, 501(c)(3) organization dedicated to fostering future innovators. The Awards have been recognizing and honoring the best in innovations and innovators since 1987. They honor game-changing innovations that are at the forefront of new product and service development, marketing and human-centered design, and are one of the highest accolades a company can receive in the name of successful innovation. For more information about the Edison Awards complete program and a list of past winners, visit <http://www.edisonawards.com>.

#### About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, U by 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 142-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

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