

April 3, 2013

Kimberly-Clark's Depend Brand Expands The Great American Try On and Teams Up With Even More Celebrities and Athletes For Charity

Pro Football Stars DeMarcus Ware and Wes Welker Return to Compete in the Depend Players Challenge Dance Champion Cheryl Burke Cha Chas in the Depend Silhouette for Women Briefs

DALLAS (April 3, 2013) - Depend (www.depend.com), the No. 1 brand in incontinence protection, boldly re-invites Americans to join *The Great American Try On* and announces new and expanded celebrity partnerships designed to help give the millions of people living with bladder control issues the confidence to enjoy an active lifestyle. Dance champion Cheryl Burke is doing the cha cha in the underwear-like Silhouette for Women briefs to benefit Dress for Success while pro football stars DeMarcus Ware and Wes Welker are asking people across the country to support The V Foundation for Cancer Research, while reminding everyone that there's no better time to join *The Great American Try On*. In total, the Depend brand will donate \$150,000 to charity for *The Great American Try On*, including a \$75,000 contribution to The V Foundation and \$75,000 to Dress for Success.

"Last year, the Depend brand revolutionized the incontinence category with the launch of the game-changing Depend Real Fit and Silhouette briefs," explained Elizabeth Metz, Depend brand director, Kimberly-Clark. "This year, with the expansion of *The Great American Try On* including support from even more celebrities - and some of their friends - Depend will continue to instill confidence in people living with bladder control issues and change the category by driving people to think differently about absorbent underwear."

Ware and Welker, who tried on the Depend Real Fit briefs under their football uniforms last year, are now competing in the Depend Players Challenge - an online competition in which the duo rally friends and fans for votes and support in order to win a \$50,000 donation in their name to The V Foundation (www.jimmyv.org). The V Foundation is a charitable organization dedicated to saving lives by helping to fund critical cancer research, including prostate cancer, a leading cause of bladder control issues in men.

Welker and Ware have begun rallying support from their friends with many popular celebrities already taking sides in the Depend Players Challenge, including football stars Von Miller and Kyle Rudolph, race car driver Scott Dixon, actor Omar Miller, dancer Maksim Chmerkovskiy, artist Snoop Lion and Olympian Mary Lou Retton.

"I'm a competitor in every sense of the word so I'm excited to get in the spirit of the Depend Players Challenge as part of *The Great American Try On*," said Ware. "I want to win the \$50,000 donation to The V Foundation so go to TheGreatAmericanTryOn.com and vote for me."

"The Depend Players Challenge is a great way to raise awareness for bladder control issues and prostate cancer," explained Welker. "I'm proud to get involved to benefit The V Foundation and help raise money for prostate cancer research, so join Team Wes at TheGreatAmericanTryOn.com."

Burke, who wore the Depend Silhouette briefs under a sultry dance costume to highlight the sleek, ultra smooth product fit, is also involved for a good cause - specifically Dress for Success (www.dressforsuccess.org).

"I've always been passionate about encouraging women to feel good about themselves in all aspects of their lives," said Burke, two-time champion of "Dancing With The Stars." "I jumped at the chance to try on the Depend Silhouette for Women because I wanted to show women that if I can comfortably wear the briefs under my dance costume, they can wear them too. It's important to me that women feel confident in themselves, and I'm proud that my partnership with Depend supports a great charitable organization like Dress for Success."

A multi-faceted commercial marketing program, *The Great American Try On* from Depend includes TV and web creative designed to encourage consumer engagement through product samples and voting, store-specific retail support and charitable partnerships.

Visit www.TheGreatAmericanTryOn.com to join *The Great American Try On*, request a sample of the Depend Real Fit or Silhouette briefs and vote for your favorite player in the Depend Players Challenge.

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection? and lend

them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

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, 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 141-year history of innovation, visit www.kimberly-clark.com or follow us on Facebook or Twitter.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 120 cities in 13 countries. To date, Dress for Success has helped more than 650,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than \$100 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. Administrative and fundraising expenses are paid by their endowment. The Foundation awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

†Among those with a preference.

Source: Kimberly-Clark Corporation [KMB-B]