

DEPEND UNDERWEAR FOR MEN AND DEPEND UNDERWEAR FOR WOMEN FREQUENTLY ASKED QUESTIONS

1. What is the new product that Kimberly-Clark will be launching?

As the global leader in the adult incontinence absorbent product category, K-C has announced the evolution of its market-leading line of Depend brand incontinence underwear with the introduction of Depend Underwear for Men and Depend Underwear for Women.

2. What is new about this absorbent product vs. current product offerings?

The new Depend Underwear for Men and Depend Underwear for Women are engineered specifically for the body shapes of males and females. With a patent-pending design, the new line delivers enhanced comfort and superior fit and protection helping users overcome the stigmatizing and often emotionally debilitating symptoms of incontinence to enjoy a full and active life.

3. What about the new product will allow a user to live a more active lifestyle?

Depend Underwear for Men and Depend Underwear for Women are superior products designed to fit the different body shapes of males and females by featuring better-fitting leg openings and strategically-positioned absorbency where each gender needs it most. With an enhanced fit and superior protection users can enjoy a product that delivers more comfort and effectiveness – which ultimately translates into the confidence users need to live a healthy and active lifestyle.

4. How many adults suffer from incontinence?

Today, it is estimated that urinary incontinence affects over 19 million adults in North America. Projections recently published by the U.S. Census Bureau suggest that number increasing to approximately 27 million by 2010.

5. Will the new Depend Underwear for Men and Depend Underwear for Women replace the current unisex underwear product on retail store shelves?

Yes. K-C is committed to delivering the highest-quality products for our consumers, and since Depend Underwear for Men and Depend Underwear for Women provide a superior solution for our valued users, we will be replacing the current Depend unisex product line with the new gender-specific products.

6. What changes have been made to differentiate Depend Underwear for Men and Depend Underwear for Women from the current unisex product?

Depend Underwear for Men and Depend Underwear for Women feature:

- Customized leg openings shaped to contour to male and female bodies to help increase comfort and help prevent leakage.
- Gender-specific absorbent design with protection where men and women need it most.

- Masculine- and feminine-colored elastic waistbands.
- Eight product SKUs in various sizes and absorbency levels including:
 - Small / Medium, Large and Extra Large in both Extra and Super-Plus for Women.
 - Small / Medium and Large / Extra Large in Super-Plus for Men.
- New packaging, complete with a new absorbency scale; a more simplified sizing structure; distinctive colors, shapes and typography defining male, female or unisex forms; and improved contrast for better readability, making it easier than ever for users and caregivers to select the right product at retail – the first time and every time.

7. Why is K-C introducing this new product line?

With more than two decades of serving as the market leader in the adult incontinence product category, Kimberly-Clark prides itself on delivering superior product solutions designed to help consumers dealing with incontinence to live a full and active life.

After enhancing our current unisex absorbent underwear line in 2007, we felt we had achieved the most performance level capable with that product design. And while we were proud of the resounding positive feedback we consistently heard from our Depend consumers, we were committed to continue exploring new product innovations that would better meet the needs of those consumers.

Although providing our consumers with a gender-specific solution has always been an interest for Kimberly-Clark, it was critical that when we did make the commitment to debut such a product innovation, we did it the right way – with performance and not just aesthetics in mind.

When our research and development team arrived on the patent-pending design that properly addressed the distinct anatomic disparities between the male and female bodies that resulted in better protection, we knew we had a winning concept.

8. What role did consumer demand play in the decision to introduce this product?

Simply put, consumers were the driving force in our decision to introduce Depend Underwear for Men and Depend Underwear for Women. Through numerous focus groups and comprehensive product tests, it was evident that there was a considerable appetite for an adult absorbent product designed specifically to fit the individual needs of men and women.

After conducting extensive qualitative and quantitative consumer research, we identified a unique way to make the brand's product line even better. Through a total re-design of our best-selling unisex line, we found we could deliver better protection in a gender-specific form.

9. Based on your product testing, what has been consumer and customer reaction to the product?

From a consumer perspective, after conducting comprehensive testing of the new product line with a sample of 2,000 consumers, we found an astounding 80% of consumers who DO NOT choose the Depend brand as their absorbent product brand of choice would 'definitely' or 'probably' buy this new product after trying it.

As for our retail customers, they are excited about the impact that this innovation will have on category growth and are eager to get it on shelves as soon as possible.

10. What designs and product features distinguish the male and female versions?

Female version will include:

- Contoured leg opening customized to fit the female body
- Absorbent coverage underneath and in the back – where women need it most
- Feminine, pink-colored waistband

Male version will include:

- Contoured leg opening customized to fit the male body
- More absorbent up front – where men need it most
- Masculine, blue-colored waistband

11. What are the different absorbencies, sizes and quantities offered?

Eight customized fits include: small/medium, large/extra large, in both extra and Super-Plus absorbency levels for women, and small/medium and large/extra large in Super-Plus for men. Product quantities, per package, will be available in a variety of package counts based on size and what individual retailers carry in their stores.

12. Why is K-C not offering the same three sizes of Depend Underwear for Men as Depend Underwear for Women?

Our research indicates men do not have as much variation in size and shape as women. As a result, men need fewer sizes to efficiently cover the same size range as the current three-size unisex product offering without compromising performance.

13. Why is Depend Underwear for Men only available in super plus absorbency?

Our consumer research and insights shows that more than 70% of males who use Depend brand underwear choose the super absorbency product. To align with current usage behavior, Depend Underwear for Men will only be available in Super-Plus absorbency. [Source: Nielsen Household Panel CPA, K-C Shipment Information Underwear Convenience Packs]

14. Is the new Depend Underwear for Men and Depend Underwear for Women product line better than other Depend products (Depend Boost Inserts & Guards for Men)?

No. All Depend brand products offer trusted protection and performance to those adults suffering from incontinence. The choice of selecting one product style over another becomes a matter of user or caregiver preference. Some will prefer to

continue using the same Depend product they are accustomed to, while others will opt for the customized fit of our new gender-specific absorbent underwear product.

15. When will this product be available in stores? Will this be launched globally?

The new gender-specific Depend brand products are slated to begin hitting retail shelves in North America, in March 2009. Additionally, the new gender-specific product line is scheduled to launch in various European markets throughout 2009 (Most likely in 2Q09 - The Netherlands, Czech Republic, Slovakia and the UK).

16. Can you buy the new products on Depend.com?

Kimberly-Clark does not sell direct-to-consumer on its website. However, you can find new Depend Underwear for Men and Depend Underwear for Women at many online retailers or brick-and-mortar stores in your area.

17. What is the suggested retail price of the new product line?

Retail pricing is at the sole discretion of the retailer. However we would expect the new product to be priced similar to our current prices.

18. Are there any plans to offer different underwear styles (e.g., boxers for men)?

Our research has shown that currently, the preferred underwear style for men is predominately briefs. That said, we are continually evaluating whether a new style (e.g., boxer-brief) is becoming more widely used by our target consumers.

19. Are there any plans to offer different underwear colors?

Again, we are always evaluating current fashion trends as a way to further meet the needs of our consumers. Current research indicates that the predominate underwear color of choice for both men and women is white, so at this time we are only offering that color. [Source: NPD FashionWorld Database]

20. Have there been any improvements made to the product's absorbency materials?

No. There have been no changes to the product's absorbency materials. The absorbent has been repositioned to better meet the needs of men and women. So for women, the absorbent is in the middle and in back where it is needed most, and for men, the absorbent is up front where it is needed most.

21. Where can you go to find more information about these new products?

For more information on Depend Underwear for Men and Depend Underwear for Women, consumers can visit www.depend.com. In addition to specifics on the product, the site also features extensive information about incontinence, its various causes and how consumers can deal with this medical condition.