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Depend® Underwear in Prints and Colors Now Available in Retail Stores Across North America

Arrival of new product line at retail supported by debut of extensive “People Know” integrated marketing campaign and comprehensive re-design of Depend.com

DALLAS, TX, April 15, 2010 – Few people realize the impact incontinence can have on the day-to-day lives of the approximately 38 million Americans who will experience some form of the condition this year¹ alone. Kimberly-Clark Corporation (NYSE: KMB), a leader in adult absorbent products, is continuing to stand out as an innovator of solutions that provide superior protection with the recent introduction of its new Depend Underwear in Prints and Colors with unique designs for both men and women.

Appearing on store shelves this week, the new product line will be supported with the national rollout of the brand’s extensive “People Know” integrated marketing campaign, which spotlights the everyday achievements of men and women and reinforces how Depend® brand products provide users with the discreet protection needed to confidently maintain an active lifestyle.

Depend Underwear in Prints and Colors comes in six-count variety packs including an assortment of solid and striped patterns for men, and solid and floral patterns for women. But it’s not just about aesthetic improvements, as the new line features the same superior fit and protection consumers have come to expect from Depend Underwear.

Complementing the new product design, the line also debuts new packaging that is distinctly different from the traditional packaging found within the category with a transparent window that showcases the various prints and colors. The end result is a look and feel that more closely resembles a multi-pack of traditional underwear.

“The introduction of new Prints and Colors builds on the Depend® Brand’s commitment to providing superior protection that is much more like underwear,” commented Andrew Meurer, vice president of Kimberly-Clark North American feminine and adult care brands. “The new ‘People Know’ campaign recognizes that people want to be known for all the positive things in their life – and that the Depend brand can help their condition remain invisible, so that they can stay visible.”

In addition to the “People Know” campaign, which includes television, print and online advertising, the launch also consists of shopper marketing programs, public relations, special coupon offers and a comprehensive re-design of the Depend® Brand’s Web site (www.depend.com) with a more optimized navigation.

Advertising Support

Developed by JWT New York and directed by Peyton Wilson, the Depend® Brand’s new “People Know” campaign includes both print and 30- and 15-second television advertisements. The male- and female-specific TV spots, shot documentary-style to showcase the raw emotions of those featured, underscore that Depend Underwear provides the best fit and protection available. The ads debut this week and will run in general brand rotation on ABC, CBS, Lifetime Networks, TV Land and GSN.

¹ Nielsen Household Panel and internal Kimberly-Clark estimates



The male-targeted TV spot, titled "Camping," tells the story of a father and his son setting up their campsite, while reminiscing about past camping trips. With the opening line, "People Know a lot about dad," the son shares memories like, "We know not to trust dad to set up the tent...but we know he can start a fire with a wet sponge." The spot concludes with the father speaking directly to the camera and adding, "People know a lot of things about me, but no one needs to know about my condition." Both the male and female television spots are available online at: www.dependpress.com.

Male- and female-specific "People Know" print ads will run in publications such as *AARP*, *Golf Magazine*, *Ladies Home Journal*, *More* and *Prevention*.

The female-targeted print execution features an image of a female obstetrician with the message, "People Know I've delivered 2,397 babies. And counting. But no one needs to know about my condition. And thanks to Depend, they don't."

In addition to television and print advertisements, the brand will maintain an online presence on influential Web sites like *Prevention*, *AARP*, *Meredith Woman's Network* and *AOL Health*, among others.

Re-design of Depend.com

The comprehensive refresh of *Depend.com* enhances users' overall experience with the *Depend*® Brand by including a more intuitive product selector to help individuals efficiently navigate the brand's portfolio of men's and women's products. In addition, male and female users as well as caregivers will now benefit from unique, gender-specific pathways tailored to reflect the logical thought process of those seeking information on *Depend*® products, including a variety of informational articles on incontinence and its causes as well as online support through the *Depend.com* community discussion forums.

The site also provides consumers with the opportunity to try a free sample of *Depend*® Underwear easily and discreetly within the comforts of their own home. Finally, the new "Where to Buy" feature enables consumers and caregivers to not only find the closest retailers that carry *Depend* products, but also provides the functionality to shop with various online retailers.

For more information on *Depend* Underwear in Prints and Colors, as well as the full line of *Depend*® brand products, visit www.Depend.com.

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 No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 138-year history of innovation, visit www.kimberly-clark.com.

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