



Poise Brand is 'Keeping Up' with Kris Jenner to Reveal a Reality for Millions of Women

Reality-star and momager portrays iconic Rosie the Riveter as part of the brand's 'Great Women in History' series to educate women about Light Bladder Leakage and benefit Women's Health Foundation

NEW YORK (March 31, 2011) - Today, as part of a new partnership with the Poise brand, television personality, businesswoman and mother of six, Kris Jenner, is addressing a reality for millions of women - Light Bladder Leakage (LBL). Starring as Rosie the Riveter, Kris is now part of the Poise brand's "Great Women in History" series launched last year to highlight that many great women have LBL - in fact, one in three women have LBL but nobody talks about it.

"Like millions of women, I have my own experiences with LBL, but I've never let it keep me from living life to the fullest," said Kris. "Inspired by the impact that last year's 'Great Women in History' series had on women with LBL, I've teamed up with the Poise brand to help women understand that LBL is common and manageable so it shouldn't stop them from doing great things and being the incredible and accomplished women they are."

In honor of Women's History Month (March), Kris portrays Rosie the Riveter, an American cultural icon who represents millions of women who also may have dealt with life's little leaks but didn't let that hold them back from doing great things. Together, the Poise brand and Kris are inviting women to leave their own mark on history by visiting 1in3likeme.com to write a caption for Kris's photograph to tell the LBL story from Rosie the Riveter's perspective. Each woman who submits a caption will automatically be entered for a chance to win a trip to a destination featured in the "Great Women in History" series and have her LBL tagline featured with the photo on www.mydaily.com/1in3. The Poise brand will donate one dollar* for every woman who participates in the campaign to Women's Health Foundation (WHF), an organization committed to championing women's pelvic health issues.

"By introducing Kris as Rosie the Riveter, we are adding fuel to the national conversation we ignited last year," said Amy Schubin, brand manager for Poise. "We are committed to arming women with LBL with the knowledge that they are not alone and that the Poise brand offers protection to help them be themselves."

LBL affects women of all ages and life stages. These little leaks can happen by simply laughing, coughing, sneezing, lifting or exercising. Fortunately, women can easily and discreetly manage LBL with products specifically designed for LBL, like Poise brand liners and pads. Unlike period only products, Poise brand products provide outstanding protection for LBL to help women stay comfortably dry.

About the Contest

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Sweepstakes begins at approximately 12:01 AM ET on 3/30/11 and ends at 11:59:59 PM ET on 5/11/11. Open to legal residents of the 50 United States and District of Columbia, 18 years of age or older. Void where prohibited. Subject to Official Rules available from a Sponsor representative and at www.mydaily.com/1in3. Sponsor: Kimberly-Clark Global Sales, LLC, 2100 Winchester Road, Neenah, WI 54956.

About the Poise Brand and Kimberly-Clark

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in absorbent protection products for women. Poise products come in three different forms (liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. For more information and to request a free consumer sample kit, visit www.poise.com.

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 139-year history of innovation, visit www.kimberly-clark.com.

About Women's Health Foundation

Founded in 2004, Women's Health Foundation (WHF) is an organization focused on providing life strategies, community-based programs and services, and events to encourage women to proactively manage their pelvic health and wellness. Dedicated to eliminating the Sisterhood of Silence and creating a Sisterhood of Strength, WHF is becoming the nation's most visible and passionate champion of women's pelvic wellness issues. Headquartered in Chicago, Women's Health Foundation sponsors wellness and educational programs nationally. To learn more, visit www.womenshealthfoundation.org.

*Donation up to \$50,000