



October 30, 2017

Dear Kimberly-Clark Community Member,

This message is to inform you of a situation that we recently uncovered regarding your Kimberly-Clark brand account. Kimberly-Clark brands include Huggies®, Pull-Ups®, Cottonelle®, Scott®, Viva®, Poise®, Depend®, GoodNites®, Kleenex® and U by Kotex®.

You should have already received an email from us which contains the same information that is in this letter.

What happened?

We have extensive measures in place to protect the information that you provide to us; however, around October 20th, 2017, we identified an organized effort to access registered accounts on our website/app around October 18th using a list of ID and password combinations that appears to have been obtained from other compromised sites not related to Kimberly-Clark nor any of its brands like Huggies or Kleenex, etc. We took immediate action to block this attempt. Unfortunately, a very small number of accounts, including yours, had account profile information potentially exposed.

What information was involved?

The account profile information that was potentially exposed includes information such as name, date of birth, e-mail address, and child name and date of birth (if provided). It's important to note that your account profile does not include any financial information or social security numbers.

What we are doing:

We are continuing to identify and block any suspicious activity that might occur on our networks. As we work through this, we will be doing maintenance work on the Huggies Rewards app and you may experience some technical difficulties. Please know you can still participate in Huggies Rewards by logging on to Huggies.com. As an additional safety measure, we locked all Kimberly-Clark user accounts between October 20, 2017 and October 25, 2017. Before you can access your account, you'll need to visit the Kimberly-Clark brand site where you are registered to reset your password.

What you can do:

When resetting your password, it is strongly recommended that you use different passwords for different online accounts and consider resetting the passwords for all accounts that you might have used the same username and password for. In addition, make sure your new passwords are sufficiently complex - simple passwords are often easy for attackers to guess or steal; consider using a password that has at least eight characters, with a mix of capital letters and numbers.

Other important information:

You may contact one of three major credit bureaus listed below and request that a fraud alert be placed on your credit report or request a copy of your credit report:

Equifax
P.O. Box 105873
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013-2002
888-397-3742
www.experian.com

TransUnionCorp
P.O. Box 1000
Chester, PA 19022
800-680-7289
www.transunion.com

In addition, you may contact the Federal Trade Commission ("FTC") or law enforcement to report incidents of identity theft or obtain information about fraud alerts, security freezes, and preventing identity theft:

Federal Trade Commission Consumer Response Center
600 Pennsylvania Avenue, NW Washington, DC 20580
(877) IDTHEFT (438-4338)
www.ftc.gov/idtheft/

For more information:

If you have any Huggies Rewards specific questions, please contact us at support@huggiesrewards.zendesk.com. For questions on all other brands, please contact us at kimberly-clark.com/contact-us.aspx or 1-888-525-8388.

We understand how busy and hectic life can be, and we're sorry for this inconvenience.

Thanks for being a member of the Kimberly-Clark community. We value the trust that you place in us and we will continue to make it a priority to keep your account secure.