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Press Release

The Dial Corporation Launches New “Submit and Win” Sweepstakes

Partners in Innovation program recognizes independent inventors with special sweepstakes program

Scottsdale, Ariz, July 28, 2005 -- The Dial Corporation, a subsidiary of the Henkel Group, based in Dusseldorf, Germany, has launched their Partners in Innovation “Submit and Win” Sweepstakes.

Dial is extending its efforts to recognize the creative results of the inventor community by inviting independent inventors to submit inventions that are patented or that have been described in a published patent application. Such inventions in the personal care, household, air care, laundry cleaning or insect control categories may be submitted to Dial’s Partners in Innovation Web site (www.dialcorp.com). If the entry meets the submission requirements, it will be entered in a sweepstakes drawing for a chance to win \$1000.00. Three winners will be selected at random in October 2005 and each will receive \$1000.00 in cash. Additional details and official sweepstakes rules are available on the Web site. Those interested have from August 1 through September 30, 2005 to enter the sweepstakes.

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In 2004, Dial initiated the “Quest for the Best” new product search, which highlighted the contributions of the independent inventor community. By initiating the “Submit and Win” Sweepstakes, Dial continues to recognize the creativity of the inventor community. “Dial is excited to build on an already strong foundation of innovation. We are thrilled to bring the ‘Submit and Win’ Sweepstakes to the inventor community in August to coincide with National Inventors’ Month®,” said Debra A. Park, Ph.D., Director, Technology Acquisition. “The ‘Submit and Win’ Sweepstakes communicates the opportunity for inventors to submit their innovative products to Dial through the Partners in Innovation Web site.”

The Dial Corporation, a subsidiary of the Henkel Group, is headquartered in Scottsdale, Ariz., and is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners and Armour® Star canned meats. Dial products have been in the American marketplace for more than 100 years. For more information about The Dial Corporation, visit the Company's Web site at www.dialcorp.com.

“Henkel – A Brand like a Friend.” Henkel is a leader with brands and technologies that make people's lives easier, better, and more beautiful. The Henkel Group operates in three strategic business areas--Home Care, Personal Care, and Adhesives, Sealants, and Surface Treatments. In fiscal 2004 the Henkel Group generated sales of 10.592 billion euros. More than 50,000 employees work for the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel. For more information on Henkel, visit the Company's Web site at www.henkel.us.

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