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NEWS

FOR IMMEDIATE RELEASE

Hands Down, Moms are at the Top of the Clean Hands Campaign Ticket

*—Results from Dial Complete® brand's Campaign for Clean Hands survey shows
76 percent of U.S. adults were taught proper hand-hygiene by their mothers—*

SCOTTSDALE, Ariz. (September 16, 2008) – Do you remember your mother telling you to wash your hands, saying, “A little soap and water never hurt anybody”? Based on findings from the [Dial Complete®](#) brand’s Campaign for Clean Hands survey, you remember quite well. When asked, “When you were a child, who taught you proper hand washing?,” 76 percent of the individuals surveyed answered their mother was responsible for teaching them to wash their hands.

“Discovering that mothers are the number one influencers in teaching children to wash their hands reinforces the point that, in most instances, ‘mother knows best’,” said Juan Serrano, senior brand manager, the Dial Complete brand. “To help parents in their efforts to teach their children about hand washing, Dial Complete foaming hand wash has launched the [Campaign for Clean Hands](#), a program designed to engage and educate families about the importance of proper hand-hygiene.”

Dial Complete brand’s Campaign for Clean Hands

The centerpiece of the Dial Complete brand’s Campaign for Clean Hands is an informative Web site — www.campaignforcleanhands.com — that features a Campaign for Clean Hands video contest for kids; an online “DC Germ Blaster” video game; and a variety of fun, educational hand washing materials parents can print and share with their children, including a home hand washing chart, coloring and activity sheets, bookmarks and a memory game. The site also features a sweepstakes visitors can enter to win a year’s supply of Dial Complete foaming hand wash.

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To enter the Campaign for Clean Hands video contest, parents (or legal guardian) need to submit a 15-to-30-second video of their child telling the world "Why Clean Hands Are Important." Finalists will be selected by a Dial Complete brand judging panel and then voted on by a national audience. The Campaign for Clean Hands video contest winner will win a trip for four to Washington D.C.* and \$1,000 in spending money. For more information and to enter, visit www.campaignforcleanhands.com.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas — Home Care, Personal Care, and Adhesive Technologies — and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in fast-moving consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of \$19.218 billion and operating profit of \$1.975 billion. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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*Travel prizes for the Campaign for Clean Hands video contest provided by NWA WorldVacations. WorldVacations offers great deals on vacation packages to the most popular destinations around the world. Visit www.nwaworldvacations.com or contact your travel agent for details.