



Press Release

Contact:

Cindy Demers

Henkel Corporate Communications

Tel: 480-754-4090

E-mail: cindy.demers@us.henkel.com

Bradley A. Casper to leave Henkel Consumer Goods, Inc.

SCOTTSDALE, Ariz., August 26, 2010 -- Henkel AG & Co. KGaA, located in Düsseldorf, Germany, today announced that Bradley A. Casper, President and Chief Executive Officer of Henkel Consumer Goods, Inc., will be leaving Henkel to pursue other interests and opportunities. Henkel Consumer Goods, Inc. is headquartered in Scottsdale, Arizona, and markets a wide range of consumer brands including Dial® soaps, Purex® laundry detergents, Renuzit® air care, and Right Guard® antiperspirants. Henkel purchased The Dial Corporation, located in Scottsdale, in 2004. Casper joined the company in 2005 and led Henkel's personal care and laundry businesses in North America through Dial's integration into the Henkel organization. In 2009, Casper also assumed responsibility for the Schwarzkopf & Henkel businesses in North America.

"I thank Brad for his many contributions to the Company," said Friedrich Stara, Executive Vice President Laundry & Home Care. "We wish him the best in his future endeavors."

Georg Baratta, Corporate Vice President and General Manager, Home Care and Laundry for Henkel in Düsseldorf, Germany, will assume the President and CEO of Henkel Consumer Goods position on an interim basis until a permanent successor is named.



Henkel in North America:

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit www.henkelna.com for more information.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of \$18.86 billion and adjusted operating profit of \$1.84 billion in fiscal 2009. Henkel's preferred shares are listed in the German stock index DAX and the company ranks among the Fortune Global 500.

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