



## Press Release

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### **Henkel's Brad Casper to Speak at ANA Masters of Marketing Conference in Phoenix**

**SCOTTSDALE, Ariz., November 4, 2009** --- Brad Casper, President and CEO of Henkel Consumer Goods Inc., will speak at the ANA Masters of Marketing Conference on Sunday, November 8 at the JW Marriott Desert Ridge in Phoenix. In his address, "Dialed in for Growth," Casper will discuss how The Dial Corporation, a Henkel company, understands the value of spending on marketing during the recession.

Casper oversees business operations for such well-known brands as Dial<sup>®</sup> soaps, Purex<sup>®</sup> laundry detergents, Renuzit<sup>®</sup> air fresheners, and Right Guard<sup>®</sup> antiperspirants. For the first time in 2009, five of Henkel's largest consumer brands simultaneously implemented extensive consumer marketing campaigns. Even more impressive, Henkel's spend is still smaller than many of its key competitors. Through careful creativity and big ideas that are tightly integrated, Henkel has made each dollar spent look like ten times more. Casper will discuss the company's recent growth and increased overall profitability.

The ANA (Association of National Advertisers) Annual Conference, The Masters of Marketing, is designed for senior marketers and chief marketing officers. The conference offers an opportunity to learn from and engage with the leaders of the industry as they build brands, leverage the expanding array of media, make marketing more accountable, and improve the quality of their marketing organizations. The theme of the 2009 conference is "Growth - Defying the Recession." For more information, visit [www.ana.net](http://www.ana.net).



**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](http://www.henkelna.com) for more information.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care, and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand Like a Friend." In fiscal 2008, Henkel generated sales of \$20.8 billion and adjusted operating profit of \$ 2.1 billion.

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