



Press Release

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Henkel's Brad Casper to Speak on "Managing in the Global Economy" at Virginia Tech

SCOTTSDALE, Ariz., October 22, 2009 --- Brad Casper, President and CEO of Henkel Consumer Goods Inc., will speak on "Leaving the Comfort Zone: Managing in the Global Economy" on Thursday, October 29 at 2:00 p.m. at Virginia Tech's Holtzman Alumni Center in Blacksburg, Virginia. Casper's appearance is sponsored by the Pamplin College of Business and is part of the Wachovia Speaker Series.

Casper, who is a Virginia Tech alumnus, has significant international experience in the consumer products industry. Since 2005, he has been President and CEO of Henkel Consumer Goods Inc., a subsidiary of the German company Henkel AG & Co. KGaA, where he oversees business operations for such well-known brands as Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners, and Right Guard® antiperspirants. Prior to joining Henkel, Casper worked for 16 years at Procter & Gamble in international positions including Vice President of Global Fabric Care, and General Manager, Hong Kong and China Hair Care.

Casper will draw upon this experience to share lessons he has learned about being an effective global manager in a multicultural environment, and how to balance between the demands of going global and acting local. The event is free and open to the public. For more information on Casper's appearance, contact Virginia Tech's Pamplin College of Business at 540-231-5071.



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 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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