



Press release

Henkel is Official Partner at the Central Europe Rally 2008

Düsseldorf, Germany/Gulph Mills, Penn., March 21, 2008 -- After the cancellation of the Dakar Rally 2008 – a decision fully respected by Henkel – Henkel is continuing its successful partnership with off-road racing as Official Partner to the Central Europe Rally. At the first run of the new Dakar Series, the company's brands Loctite® and Teroson will again be part of one of the most challenging rally-raids.

The Amaury-Sport-Organisation (A.S.O.) is now presenting the first run of the Dakar Series 2008, one year earlier than originally planned. From April 19 to 26, this Central Europe Rally will lead competitors through challenging grounds, from the Hungarian capital Budapest through the Romanian Carpathians back to Balaton Lake in Hungary. Among the 250 participants are top teams like Mitsubishi, VW, BMW and KTM. With its participation in this first event of the new Dakar Series, Henkel will continue its commitment as Official Partner of the Central Europe Rally. Over the past three years, the company has established an excellent track record in a highly demanding race: with products that have confirmed their capability to win – and keep – the competitors' confidence.

Henkel's Partner status reflects the company's goal of highlighting its competencies as a leading supplier of industrial adhesives and sealants. The Central Europe Rally provides an ideal testing arena for new product development and confirms the superior quality of Henkel products even under the most extreme racing conditions. With hands-on expertise for emergency repairs and overnight maintenance work in the bivouacs, the Henkel specialists provide valuable help to all competitors.

Similar to the Dakar Rally, the Central Europe Rally can also count on high media attention. International radio and TV stations will report about the race; journalists from around 30 media stations in eleven countries will take the opportunity to accompany the rally live. The event captures the interest of a huge public, many of whom are motor sport and technology enthusiasts – precisely the key group of Loctite® and Teroson product users.

A true service to the competitors

Known as the Henkel "Charlies" to most of the competitors and even more so to their mechanics, the team of Henkel specialists will be available during scrutineering and throughout the rally to provide advice and



hands-on support. Over the years, close contacts have developed into a strong relationship of mutual trust and understanding, built on the competent service and the high-quality products offered for fast and efficient repairs which have helped many drivers to make it to the finish line.

The Henkel portfolio offers products to prevent loose bolts, worn bearings and leaking seals, replace broken windshields, repair gaping holes in plastic components, tape up all sorts of broken parts - in short, for a huge spectrum of applications too numerous to mention. Many products have earned their "Dakar-proven" stamp of approval in previous years' events. Used by almost all the drivers competing on bikes, cars and trucks, Loctite® threadlockers and sealants exemplify those small yet very important items that can make the difference between victory and defeat. They perform reliably where mechanical devices fail. A new product at the rally this year is the temperature resistant and oil tolerant - Loctite® 278 threadlocker.

Henkel in North America

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

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 Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our 53,000 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.

Contact

Cindy Demers (North America)

Phone: 480-754-4090

cindy.demers@us.henkel.com

Sabina Hampe (International)

Brand & Business Unit Communications

Phone: +49 211 797 - 7519

Fax: +49 211 797 - 4040

press@henkel.com