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# NEWS

FOR IMMEDIATE RELEASE

## Duct Tape and Blue Tarp Duds to Hit Alaskan Scene

*-Duck® brand duct tape to sponsor "fashion show" at The Sportsman's Blue Tarp Duct Tape Ball to support the American Red Cross-*

AVON, Ohio (October 3, 2008) – From prom fashions to Halloween costumes to saving the day for a stranded motorist, Duck® brand duct tape is a staple in many homes across the country. To add on to its already expanding résumé of quirky uses, the Duck brand will sponsor the "fashion show" portion of The Sportsman's Blue Tarp Duct Tape Ball at the Settler's Bay Lodge in Wasilla, Alaska, on Oct. 4, 2008. And while Governor Sarah Palin may be absent from the festivities, her hometown will be showing up in style with blue tarp and duct tape outfits.

The fashion show will feature attendees who make outfits out of duct tape and blue tarps, with fashions being judged by their peers for prizes. With 20 colors of Duck brand duct tape to choose from – including Funky Flamingo® and Atomic Yellow – the outfits are sure to be colorful and unique, with no two being exactly alike. In 2003, Wasilla gained the title of honorary "Duct Tape Capital of the World," as residents had purchased the most Duck brand duct tape of any city in the United States.

Along with the fashion show, the ball will also feature food, dancing, a silent auction and more with all proceeds benefiting the American Red Cross in the Mat Su Valley. The blue tarp duct tape ball will begin at 6 p.m. and end at midnight. For more information, please visit <http://www.alaska.redcross.org/>.

### **DUCK® BRAND DUCT TAPE**

Duck® brand duct tape is available nationally at mass merchandise, hardware and craft retailers. Duck® brand duct tape is available in 20 colors and patterns, including aqua, camouflage, fluorescent green, pink, orange and yellow, standard silver, and an assortment of other traditional colors such as red, yellow, black and blue. More information on where to buy Duck® brand duct tape is listed at [www.ducktapeclub.com](http://www.ducktapeclub.com).

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The Duck brand offers an array of tapes, packaging supplies and home products that provide simple, imaginative and helpful solutions for a variety of tasks around the home, school and office. Visit [www.duckproducts.com](http://www.duckproducts.com) for additional product 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 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 13,074 million euros and operating profit of 1,344 million euros. 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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