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NEWS

FOR IMMEDIATE RELEASE

Idaho Soldier Saves His Day with Duct Tape And Wins Cash For Story

-Henkel Corporation announces winners of Duck® brand duct tape Saves the Day Contest-

AVON, Ohio (November 20, 2008) – Known for its strength, versatility and million-and-one uses, nearly everyone can name an instance where duct tape has saved their day. Those entering the Duck® brand duct tape Saves the Day Contest, sponsored by Henkel Corporation, had the chance to win \$5,000 for the best and most original use of duct tape. It was Sgt. Joshua Roach, a soldier from Boise, Idaho, who took home the \$5,000 grand prize and a year's supply of Duck® brand duct tape for his unique use of the sticky stuff.

During the three-month contest period, more than 3,000 stories were submitted, which provided a variety of unique, resourceful and off-the-wall uses for America's favorite fix-all, ranging from wedding day disaster diversions to salvaging an outdoor family gathering to inventive around-the-house repairs.

Roach's use of duct tape came while his convoy was en route from Kuwait to Iraq. "Within the first couple of hours driving, a strap holding the gear on my truck broke away, wrapped around the air brake lines and severed them, locking the brakes and disabling the truck and trailer," Roach said in his submission. "One vehicle from the convoy stayed with my passenger and me as we frantically set up guard on our position and tried to figure what to do. We had no parts for repair," he continued.

"I called out for duct tape in desperation. Thankfully we were tossed a roll from a passing HMMWV (High Mobility Multipurpose Wheeled Vehicle). We wrapped the severed hose with the tape and restarted the truck. The air filled the brake system and the tape bulged under the enormous pressure," he said. "The duct tape held, the brakes unlocked, and we rejoined the convoy."

In addition to Roach, 10 additional winners were chosen at random and received \$500 as well as a year's supply of Duck brand duct tape.

Entries in the Duck® brand duct tape Saves the Day Contest can be viewed at www.ducktapesavestheday.com.

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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.

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 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 Adhesive 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 \$19.218 billion and operating profit of \$1.975 billion. 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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