



Henkel Donates \$25,000 to KidSport; Makes Hockey Accessible to More Canadian Kids

Quebec City, QC (May 14, 2008) – Henkel, an official sponsor of the International Ice Hockey Federation (IIHF) World Championship, donated \$25,000 to Canadian children’s charity, KidSport™, today. Now more Canadian kids will have access to play the country’s national pastime, hockey.

At a special ceremony at the Hotel Chateau Laurier in Quebec City, John Schofield, VP & Country Manager, Henkel Consumer Goods Canada, presented KidSport Canada CEO, Sandra Stevenson with the cheque for \$25,000.

“We are a key sponsor of the 2008 IIHF World Championship, taking place here Canada for the first time ever, because we recognize its unique place in the hearts of Canadians, and in fact, the hearts of fans around the world. We also recognize the need for kids without financial support to be able to play the national game and we have stepped up with our Henkel Smile Program to give little Canadian hockey players the chance to smile and play,” said John Schofield, VP & Country Manager, Henkel Consumer Goods Canada Inc. “We’re excited that we can make this significant donation to KidSport today.”

KidSport is a national children’s charitable program that helps disadvantaged kids overcome the barriers preventing or limiting their participation in organized sport. “For 15 years, we have been working hard to ensure that all Canadian children have the choice to play and be active,” said Sandra Stevenson, KidSport CEO. “This donation means that more kids will have the chance to experience the key life-building experiences that come with getting to be part of a team.”

Growing concern that hockey too expensive to play

Last fall, Henkel conducted a survey and found that 90 per cent of Canadians overwhelmingly believed that hockey should be played strong, clean and fair, especially when children are involved. Equally important, the survey also found that many Canadians believe that parents have become too aggressive at their children’s hockey games. One growing concern that many Canadians expressed — 89 per cent — was that the cost to play hockey needs to be reduced so that more children can play.

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Henkel launched the Play Clean...Play Fair contest last November and invited children to explain what playing clean and fair hockey meant to them. One entry received from 10-year-old Zachary Smith of Regina, SK, sums up the need that KidSport meets, "To me, fair play is the chance to play. My mom couldn't afford anything then my neighbour took me to the outdoor hockey league which is a free league. To me, fair play is everyone gets to play."

KidSport, which began in British Columbia in 1993, now operates in 11 provincial and territorial chapters – from coast to coast. These chapters are run as programs of the provincial/territorial amateur sport federation, which make up the Canadian Council of Provincial and Territorial Sport Federations (CCP&TSF). To date, the national KidSport program has helped more than 50,000 kids and has raised more than four million dollars. For more information on KidSport, please visit www.kidsport.ca.

About Henkel

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 strategic business areas -- Home Care, Personal Care, and Adhesives Technologies-- and ranks among the Fortune Global 500 companies. In North America, Henkel markets a wide range of well-known consumer and industrial brands, including Dial® soap, Purex® laundry detergent, Right Guard® antiperspirants, got2b® hair gels, LePage®, and Loctite® adhesives. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our 58,000 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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