



Press Release

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Henkel to Sponsor Men's Ice Hockey 2008 World Championship in Canada

Scottsdale, Ariz., April 30, 2008 -- For the second year in a row, Henkel is an official sponsor of the International Ice Hockey Federation (IIHF) World Championship, which takes place in Canada from May 2-18, 2008. The competition features 16 national teams, including the U.S. and Canada, battling for the title of world champion at events in Halifax, Nova Scotia and Québec City. This is the first time the IIHF's flagship championship is being held in Canada.

Henkel's sponsorship also includes three of its product brands – Purex® laundry detergent, Right Guard® antiperspirants, and LePage® adhesives – which will be prominently featured on the rink side boards at the arenas. The LePage® brand will also appear behind the players' benches. "The IIHF World Championship offers us a great opportunity to connect with the millions of hockey fans who use our brands every day, and link the Henkel name to our well-known product brands," said John Schofield, Vice President and Country Manager, Henkel Consumer Goods Canada Inc. "The World Championship is generating tremendous excitement as the Canadian team prepares to defend its world title. It's a great opportunity to tap into consumers' interest and passion for the game."

Both the U.S. and Canadian teams will include a number of players from the National Hockey League (NHL). Hockey Canada recently added goaltender Mathieu Garon (Edmonton Oilers), defensemen Brent Burns (Minnesota Wild) and Ed Jovanovski (Phoenix Coyotes), forwards Ryan Getzlaf and Chris Kunitz (both of the Anaheim Ducks), and forwards Dany Heatley and Jason Spezza (both of the Ottawa Senators) to the roster.



Recent additions to the U.S. team roster include three players from the Boston Bruins -- forward Phil Kessel, defenseman Mark Stuart and goaltender Tim Thomas -- and Chicago Blackhawks forward Adam Burish.

Last year marked Henkel's first sponsorship of the IIHF when it supported the men's World Championship in Russia. The wide interest generated among fans throughout the world makes this sport particularly attractive for Henkel. In line with the company's sponsorship strategy, it offers an excellent platform for increasing awareness of the Henkel corporate brand. Other international sporting events that Henkel has sponsored include the World Handball Championship and the Beach Volley Ball Grand Slam Tournaments in Paris and Klagenfurt (Austria).

Henkel's special hockey web site, www.henkelpowerplayers.ca, offers fans an array of contests, games, and sweepstakes, including a grand prize of an ultimate entertainment system that features a 60-inch HDTV and surround sound system. Fans attending the games in Halifax and Québec City can also visit the Henkel booth at the arenas for games, prizes, and free samples.

In connection with its sponsorship of the IIHF World Championship in Canada, Henkel has donated \$25,000 to the Canadian program KidSport™. The program was established in 1993 in order to help financially disadvantaged children overcome the barriers that prevent or limit their participation in organized sports. To date, KidSport™ has helped more than 50,000 children.

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.henkelnna.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 billion 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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