



Press Release

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Henkel to Showcase Purex[®] Complete 3-in-1[™] Laundry Sheets at National Home Show in Toronto

OAKVILLE, Ontario, February 19, 2010 --- Henkel Consumer Goods Canada will showcase its innovative new Purex[®] Complete 3-in-1[™] laundry sheets at the National Home Show at the Direct Energy Centre in Toronto from February 19-28, 2010. Purex is also the online ticket discount sponsor for the home show and is offering visitors the opportunity to save \$3 off adult admission by buying their tickets online.

Purex[®] Complete 3-in-1[™] laundry sheets, which are launching in Canada this month, combine detergent, fabric softener, and anti-static ingredients into a super-concentrated sheet that goes from washer to dryer for the most streamlined laundry experience ever. Simply toss a laundry sheet into your washing machine with each load, and the detergent portion releases during the wash cycle. When the wash cycle is completed, transfer the laundry sheet to the dryer along with the wash load. The heat of the dryer activates the softening and anti-static ingredients, leaving laundry clean, soft and freshly scented.

Visitors who tour the Eurodale Dream Home at the show will find the Purex[®] Complete 3-in-1[™] booth situated at the exit of the Dream Home. Visitors will also see an array of Henkel products throughout the Dream Home, including Dial Complete[®] antibacterial foaming hand wash, Dial[®] body wash, Right Guard[®] antiperspirants, LePage[®] adhesives, Renuzit Crystal Elements[®] air fresheners, and Purex[®] Complete 3-in-1[™] laundry sheets.



Visitors to the National Home Show can also sit back and catch their favourite TV shows and sports and demo the latest wireless handsets at the Rogers Sports Lodge presented by Right Guard® and Dial® for Men. Henkel will also host an exclusive autograph session with Toronto Raptor player Chris Bosh on February 25 at 7:00 p.m. A maximum of 250 wristbands will be distributed throughout the week at the Rogers Virtual Home (booth #5231).

For more information on the National Home Show, visit www.nationalhomeshow.com.

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.henkelna.com for more information.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care, and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand Like a Friend." In fiscal 2008, Henkel generated sales of \$20.8 billion and adjusted operating profit of \$ 2.1 billion.

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