



Press Release

Henkel Sponsors the Phoenix “Old World” Oktoberfest

SCOTTSDALE, Ariz., October 5, 2009 - - Henkel, the marketer of Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners, Right Guard® antiperspirants/deodorants, and Soft Scrub® household cleaners, is pleased to support the tradition of Oktoberfest through its sponsorship of the Phoenix “Old World” Oktoberfest, to be held Saturday, October 10 at Margaret T. Hance Park in Phoenix. All ages are welcome to this authentic old-world family event. There will be lots of good old-fashioned fun for the young and “young at heart.”

As a sponsor of the fourth annual Phoenix “Old World” Oktoberfest, Henkel continues the tradition of giving back to the community where its employees live and work. Many employees will work as volunteers to carry out this Oktoberfest tradition and several other Henkel volunteers will be on hand at the Oktoberfest giving away product samples to Oktoberfest guests. Christine Colley, Henkel’s Director, Supply Chain Process & Technology, also sits on the board of the Arizona Center for Germanic Cultures. Christine is the founder of the Phoenix Oktoberfest and currently serves as the chair of the Phoenix Oktoberfest committee.

For Henkel, which is headquartered in Düsseldorf, Germany, Oktoberfest also offers employees who are in Scottsdale on international work assignments an opportunity to feel a bit at home at the Oktoberfest celebration. Tobias Gubitz, Marketing Brand Manager who is here from Munich, Germany said, “I look forward to the event, enjoying the world famous Brats and Schweinshaxen, a familiar staple at Oktoberfests, and listening to some of the familiar tunes of home for a day.” Tobias’ quote is also featured on this year’s sponsor poster.

About the Phoenix “Old World” Oktoberfest:

The event will be held on Saturday, October 10 from 10:00 a.m. to 9:00 p.m. at Margaret T. Hance Park in Phoenix. The Phoenix “Old World” Oktoberfest will offer a traditional German



“Volksfest” in the heart of Phoenix. Bavarian bands will play lively tunes and lead sing-alongs of old-time songs. An annual essay contest will also be held, inviting students of the German language to describe their interest in Germany and the German language. Over 20 entries were received last year and three students and their teachers were financially recognized for their outstanding contributions.

Along with great music, there will be lots of traditional Bavarian foods and beverages, in a day full of entertainment and interactive contests. Guests can dance in the Polka competition, see how long they can hold up a full beer stein, test their skill at blowing an Alphorn (like the ones you see in the Ricola TV ads!) or compete in the sauerkraut cookoff. Oktoberfest organizers take pride in creating a family-friendly event by providing a children’s area full of activities for all ages.

Admission is \$5 (FREE for children under 12). For more information please visit www.phoenixoktoberfest.com; email Oktoberfest@ac4gc.org; or call (480) 235-7134.

Phoenix Oktoberfest is produced by the Arizona Center for Germanic Cultures to reach out to the German community and introduce others to German culture and traditions, while raising funds to build a Germanic Cultural Center.

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 14,131 million euros and adjusted operating profit of 1,460 million euros.

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