



## Press Release

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## Henkel announces move of The Dial Corporation North American Consumer Products Headquarters

**Scottsdale, Ariz., December 17, 2008** – The Dial Corporation, a company of Henkel AG & Co. KGaA, a mainstay in the community for more than 30 years, moved into their new North American Consumer Products operations at One Scottsdale on Monday, December 15, 2008, located at 19001 N. Scottsdale Rd., northeast corner of Scottsdale Road and the 101 Freeway. The new operations will be home to over 800 Henkel employees.

“Monday marked a significant milestone for us,” said Brad Casper, Dial President and CEO. “This building will provide us an exciting and innovative environment where our employees will thrive and flourish, and it is the first time our R&D and Administrative offices will be under one roof. The highly creative building design will inspire collaboration and innovation between our scientists and businesses.”

The new building is also symbolic of Henkel’s commitment to the Valley, its employees present and future, and the company’s long-term desire to remain in Scottsdale.

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It also demonstrates the level of commitment Henkel has placed on Dial as its platform for growth in the consumer goods industry in North America.

Dial's new 350,000 square foot facility will span 4.75 acres with four levels, and three underground parking levels. Through a dedicated effort toward a more sustainable future, Dial expects to meet LEED (Leadership in Energy and Environmental Design) Certification for its unique sustainable building elements sometime in 2009.

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.

**About Dial**

The Dial Corporation, a company of Henkel AG & Co. KGaA, is based in Scottsdale, Ariz., and is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners and Right Guard® antiperspirants/deodorants. Dial products have been in the American marketplace for more than 100 years.

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