



Press Release

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Henkel Hosts SIFE (Students in Free Enterprise) Workshop in Scottsdale

SCOTTSDALE, Ariz., January 12, 2010 --- Henkel Consumer Goods Inc. will host the Students in Free Enterprise (SIFE) Career Connections Network at its Scottsdale headquarters on January 13-14, 2010. The meeting will bring together 40 human resources professionals from SIFE partner companies for workshops and panel discussions on recruiting college students through the SIFE program.

Topics on the agenda include an overview of SIFE recruitment opportunities, a presentation from a SIFE graduate on how companies can work with SIFE alumni, a discussion on how member companies are approaching student engagement, and a session on developing a successful recruiting plan. In addition, a panel of students from the University of Arizona SIFE program will offer their insights and expectations regarding their career aspirations.

SIFE is an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders. Participating students form teams on their university campuses and apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need.



An annual series of regional and national competitions provides a forum for teams to present the results of their projects, and to be evaluated by business leaders serving as judges. National champion teams advance to the prestigious SIFE World Cup. Henkel has worked with SIFE for many years and Henkel executives have served as judges in both the U.S. and world competitions. For more information on SIFE, visit www.sife.org.

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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