



**Press release**

February 14, 2006

## **Henkel Strengthens Bonds in North America's Premier Motor Sport Henkel Gears up for 2006 NASCAR Racing Season**

Continuing its sponsorship of the world's premier sports events, Henkel announced that Henkel of America, Inc. has extended its engagement in NASCAR stock car racing. In sponsoring North America's most popular racing sport, Henkel aims to create higher visibility for itself and its consumer products.

**DÜSSELDORF, Germany / GULPH MILLS, Pa.** – For the NASCAR Busch Series in 2006, Henkel of America, Inc. has signed a sponsorship agreement with Roush Racing, one of the most successful teams in NASCAR history, and driver Carl Edwards, who finished third in the points standings in the 2005 Busch Series season. Several Henkel brands will participate in the sponsorship of Edwards' No. 60 Ford Fusion, including Dial® soap, Loctite® adhesives and Duck® tape. Henkel will be a primary sponsor for 14 races and a major associate sponsor for 21 races in the 2006 season.

This year, Henkel is also an Official Partner of Roush Racing. Henkel will collaborate with the Michigan-based racing team on assembly and maintenance applications for the Edwards' Ford Fusion, providing them with Loctite® brand products. Loctite, Henkel's leading industrial brand, is a staple of many NASCAR team garages and is also used in Formula One racing in diverse applications on the Team McLaren Mercedes MP4-21.

"We're looking forward to a successful Busch Series season with Henkel as part of our team," said Jack Roush of Roush Racing. "Henkel's brands are established and well-known in the racing community, and we're delighted to have them on board. We hope to put the No. 60 Henkel Ford in victory lane a number of times this year."



“This is an exciting opportunity for Henkel to expand its NASCAR presence, and we’re delighted to have partners of the calibre of Carl Edwards and Roush Racing,” said Ernst Primosch, vice president and head of Corporate Communications, Henkel Group. “This sponsorship gives us the opportunity to connect with the millions of NASCAR fans who use our products every day, linking the Henkel name to our well-known product brands. It also serves as one of the most extreme proving grounds for the endurance and reliability of Henkel products such as Loctite.”

### **Henkel – A Driving Force in the Racing World**

Around the world, Henkel has an extensive commitment to motorsports. In 2004, the Henkel logo appeared for the first time on the rear-wing of the Team McLaren Mercedes race cars, thereby continuing the technical association with the team, which began in 1995 through the Loctite brand. As Official Supplier, Henkel provides a wide variety of innovative solutions to the team. More than 100 different applications of Henkel products have been incorporated into the Team McLaren Mercedes MP4-21 for its challenge in the 2006 FIA Formula One World Championship. In North America, Henkel’s NASCAR sponsorships include several brands with Roush Racing and driver Carl Edwards. For the three-week, 10,000-kilometer 2006 Dakar Raid through gruelling desert terrain, Henkel provided each racing team with an essential mechanical emergency kit containing a wide range of adhesives, sealants, maintenance products, cleaners and bonding tapes.

“Henkel - A Brand like a Friend”. Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. The Henkel Group, a Fortune Global 500 company, operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2005 the Henkel Group generated sales of 11.974 billion euros. More than 50,000 employees work for the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel.

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