



Press Release

Successful start to sponsorship of Beach Volleyball World Tour in Paris

“Vive Henkel!”

Düsseldorf/Paris/Klagenfurt – The Swatch FIVB Beach Volleyball World Tour event in Paris, which ended on Sunday, was a successful premiere for Henkel on the sand. A total of almost 100 000 spectators followed the matches. Paris was the first of two Henkel-sponsored tournaments. This week the Tour moves to Wörthersee, where the digging and setting will continue. Henkel is supporting the tournament in Klagenfurt, which is being held from 3 to 7 August. For spectators the event is attractive not only from a sporting point of view – admission will be free every day.

The players’ efforts will raise money for a good cause. For each match ball that is served, Henkel will donate 10 euros to “Henkel Smile”. Henkel Smile brings together all aspects of Henkel’s social commitment – international corporate citizenship – that go beyond its business interests.

Henkel’s sponsorship is primarily visible in its in-stadium advertising, in the form of rotating panels, banners and flags. There will be a Henkel Friendship Lounge in one of the stands and its logo will be displayed on the roof of the VIP area. In addition, the Company will also have its own Henkel Beach in the Trade Village, where it will exhibit its Fa (body care), Fewa (detergents) and Pattex (adhesives) product brands.

“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 operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2004 the Henkel Group generated sales of 10,592 billion euros. More than 50,000 employees work for the Henkel Group worldwide. People in around 125 countries around the world trust in brands and technologies from Henkel.

Photos can be downloaded from the Internet at www.henkel.com

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