



Press Release
Düsseldorf, July 20, 2006

Beach volleyball tournaments in Paris and Klagenfurt

Game, set and match to Henkel

After its successful premiere last year, Henkel is again sponsoring two beach volleyball Grand Slam tournaments in 2006. Moreover, the manufacturer of brand-name products is stepping up its commitment and is the title sponsor of the Henkel Beach Volleyball Grand Slam tournament in Paris (July 25 to 30, 2006). Just a few days later the Company will be present at Klagenfurt for the second time, where the next tournament will be held from August 1 to 6.

The summer of 2006 is hotting up – sports-wise as well as temperature-wise. After the Tour de France and the French Open, the Henkel Beach Volleyball Grand Slam is bidding to become established as the third major sporting event in Paris. As the title sponsor of the tournament at the foot of the Eiffel Tower, Henkel will have an especially strong presence this year. As well as being clearly visible on panels, banners and flags, the Company will present its branded products around the playing area.

Immediately after the tournament in Paris, the beach volleyball tour will move on to Klagenfurt in Austria. This will be the tenth time that the tournament has been held beside the Wörthersee. More than 100,000 spectators are expected to attend the Wimbledon of the beach volleyball world. Henkel's sponsorship in Klagenfurt will mainly take the form of in-stadium advertising, with rotating panels, banners and flags, a Henkel Friendship Lounge in one of the stands, for customer hospitality, and a logo on the roof of the VIP area. The Company will also have its own Henkel Beach



in the Trade Village, where it will exhibit its Fa (body care), Fewa (laundry detergents) and Pattex (adhesives) product brands.

Beach volleyball was a trend sport even before it was included in the Sydney Olympic Games in the year 2000. The game in the sand still enthralls a wide target group and is characterized above all by team spirit. Moreover, beach volleyball is regarded as a fair and “clean” sport, which has never been blemished by scandals or doping. Thanks to the steady professionalization of the sport, the quality of the play has also been maximized. These attributes harmonize excellently with Henkel’s image. This is why Henkel has decided to support two Grand Slam events on the Beach Volleyball World Tour in Europe this year.

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

Photos can be downloaded from <http://www.press.henkel.com>

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