



## Press Release

Düsseldorf, February 5, 2009

Henkel is an Official Sponsor of the 2009 IIHF World Championship

### Goals for a good cause

Henkel, the international branded consumer goods manufacturer, is acting as an Official Sponsor of an IIHF World Championship for what is now the third time running. The world's ice hockey elite will be gathering in Switzerland from April 24 to May 10. During the tournament, Henkel will be prominent with its corporate brand and the product brands Persil (laundry care), Ceresit (building products) and LePage (adhesives) in the stadiums in Berne and Zurich. In addition, Henkel is combining its role as sponsor with its "Henkel Smile" corporate citizenship program. Henkel is donating 50 euros for every goal scored during the tournament, with the total sum going to a children's aid project. Fans and spectators also have the chance to actively support this good cause.

After the men's IIHF World Championships in Russia (2007) and Canada (2008), Henkel is again acting as an official sponsor at the 2009 IIHF World Championship in Switzerland. Along with the Henkel corporate brand, the product brands Persil (laundry care), Ceresit (building products) and LePage (adhesives) will be displayed on panels in the stadiums at the Berne and Zurich venues from April 24 to May 10, 2009. In addition, the LePage and Ceresit brands will be visible behind the players' benches.

At the 73<sup>rd</sup> IIHF World Championship, national teams from 16 countries will be competing in four groups and 56 games for the coveted World Championship title. The event is expected to attract 300,000 visitors and a good 800 million TV viewers worldwide. This will make the IIHF World Championship the biggest sport event in Switzerland this year. In line with its sponsoring strategy, Henkel is making use of this international sport happening to increase awareness of the Henkel corporate brand and product brands.

Above and beyond its publicity aims, Henkel is also making use of this major sport event in connection with its Henkel Smile corporate citizenship program. For every goal scored during the tournament, Henkel is donating a sum of 50 euros to a children's aid project. Fans and spectators in the stadiums can also actively contribute to this good cause. For every signature on the oversize Henkel Smile fan jersey, the company will donate another euro to the aid project. The project to which the money goes is decided by visitors to the website [www.henkel-powerplayers.com](http://www.henkel-powerplayers.com), who have until April 15, 2009, to cast their votes. They can choose between the organizations Laureus, a charity that utilizes the positive influence of sport to advance social change through various projects worldwide, and SOS



Children's Homes, a private social foundation active on all of the world's five continents that helps children in need.

Henkel Smile provides the umbrella for the company's corporate citizenship activities extending beyond direct business interests. Henkel Smile is anchored in the company's vision and values. Areas of engagement are: Social needs, education and science, fitness and health, arts and culture, and the environment.

Henkel is also organizing an international competition in connection with the IIHF World Championship. At [www.henkel-powerplayers.com](http://www.henkel-powerplayers.com), parents in the countries specified on the website can upload their youngster's best ice hockey fair-play snapshot. The prize is a trip to Switzerland, including hotel accommodation, tickets for one of the games and involvement in "The 3 Best Players of Each Team Award". Together with a Henkel representative, the winning child will have the honor of presenting the award to the international sport stars in the presence of thousands of fans, with TV cameras running.

**Photos are available for download at: <http://www.henkel.com/press>**

**More information available on:**

[www.henkel-powerplayers.com](http://www.henkel-powerplayers.com)

[www.henkel-smile.com](http://www.henkel-smile.com)

<http://www.iihf.com/channels/iihf-world-championship-oc09/>

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 consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. 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.

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