



## Press Release

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Race Day 2009: Henkel-sponsored 'Preis der Diana' in Düsseldorf on August 2

### Picnic, Children's Paradise and Top Class Sports

The best jockeys and most expensive fillies are once again scheduled to go head to head in Düsseldorf on August 2 in one of the most important horse races on the European calendar. More than ever, Henkel Race Day featuring the 'Preis der Diana' German Oaks is an experience that really should not be missed. Ideal for a family day out, the Grafenberg track will, on this day, be transformed into a festival park with many attractions plus a picnic meadow. Admission costs from 2.50 euros per person and 20,000 visitors are expected to pass through the turnstiles.

Düsseldorf – August 2, 2009, sees one of Europe's premier horse races taking place on the Grafenberg circuit. As many as 20,000 spectators are expected to make their way to this Düsseldorf stadium – with family groups abounding – for Henkel's Race Day featuring the 'Preis der Diana' German Oaks. "Once again this year, Henkel will be offering flat racing of the very highest quality within a colorful family festival setting," explains a delighted Kasper Rorsted, Henkel's CEO. So fathers, mothers and children will be as much in prominence as ladies in beautiful hats and gentlemen hoping to have a flutter. The doors open at 1 p.m. with plenty available to entertain in and around the park.

In the free Children's Paradise, face painting and pony rides will ensure that the kids have a happy time. And they will also be able to let off steam with trampoline gymnastics, an inclusive circus and two bouncy castles. And, as in recent years, there will be much to interest and entertain in the Henkel Brands Paddock. Last year, one of the highlights came courtesy of Pattex - a man stuck upside down on a ceiling. A truly hair-raising stunt, but no one needed to worry about the state of their 'do' because experts from Schwarzkopf were just around the corner, ready to assist in their cosmetics studio. There, visitors were able to have their hair professionally styled or – using computer simulation – select a completely new hair color.



And if this gave rise to problems with stains, Persil experts and the clever fox known so well in Germany from the Spee adverts were on hand to give tips on how to clean even heavily soiled laundry. Those more concerned with dirty dishes were also offered all the help they needed. A transparent dishwashing machine was on show to demonstrate every phase of the cleaning cycle, with Somat staff in attendance to advise onlookers. There were also several prize competitions and draws to round off the list of attractions. And now the organizers are promising to create at least as entertaining a program for 2009.

From 2 p.m. to 6 p.m. on August 2, the best jockeys in the world will be competing for a number of titles and purses. The main race of the day will be the Henkel-sponsored German Oaks – the ‘Preis der Diana’. The prize money allocated to this renowned European Group I event for fillies totals 400,000 euros, with instant sporting fame going to the winner. The best vantage point for watching the races is the grandstand, while the picnic meadow is the cosiest.

Admission costs 5 euros. However, schoolchildren, students and pensioners pay just 2.50 euros. Children under 16 get in free, and a family ticket (two adults) costs 7.50 euros.

Visitors are advised to take public transport. The tram lines 703, 709, 731 and 746 run from Düsseldorf Hauptbahnhof (main railway station) to either Staufenplatz or Burgmüllerstrasse. From there, shuttle buses are on hand to take passengers to the venue. Those wishing to travel by automobile should park at the Metro car park (Metrostrasse). This too is served by regular shuttle buses.

Online accreditation for journalists and all the other information relating to the Henkel Race Day and the ‘Preis der Diana’ German Oaks are available at [www.henkel-renntag.de](http://www.henkel-renntag.de).

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 2008, Henkel generated sales of 14,131 million euros and an adjusted operating profit of 1,460 million euros. More than 52,000 employees worldwide are dedicated to fulfilling the company's 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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