



Press Release

Contact:

Mary DiLeo
Henkel
860-571-5252
mary.dileo@us.henkel.com

Sara Kemp
Burson-Marsteller
347-684-0260
sara_kemp@nyc.bm.com

Henkel Names New Communications VP for North America

Gulph Mills, Penn., December 29, 2005 – Henkel of America, Inc. has named Cynthia Demers Vice President of Corporate Communications. Demers will be responsible for managing all public relations and communications activities for Henkel's North American operations, and will represent the region on the Henkel Global Communications Council.

Henkel of America, Inc. is the North American affiliate of Henkel KGaA, headquartered in Düsseldorf, Germany. Henkel markets a wide variety of consumer and industrial brands in North America, including Dial® soap, Purex® laundry detergent, L.A. Looks® and got2b® hair styling products, Duck® brand duct tape, and Loctite® adhesives. Henkel has grown significantly in the North American market as the result of several acquisitions during the past two years, including The Dial Corporation, Sovereign Specialty Chemicals, and Advanced Research Laboratories. The company now generates 23 percent of its worldwide sales in North America.

Prior to her new position, Demers was Vice President of Corporate and Government Affairs for The Dial Corporation in Scottsdale, Arizona, a position she held since 1999. Before joining Dial, Demers was Director of Corporate Communications for Corning Incorporated.



She was previously with Johnson & Johnson, where she held a variety of sales, marketing, and communication roles. She began her career with Procter & Gamble in sales.

Demers holds a Bachelor of Science degree in journalism and marketing from West Virginia University and attended Rutgers University Graduate School of Business Management.

She is a member of the Communications Executive Council, Women in Communication, Public Relations Society of America, and the International Association of Business Communicators and is a frequent speaker on the issues of Communications and Change Management. Demers sits on the advisory boards of Best Practices in Corporate Communications and the U.S. Women's Chamber of Commerce, the board of the Southwest Chapter of the Juvenile Diabetes Research Foundation, and is president of the Notre Dame Preparatory High School board located in Scottsdale, Arizona.

About Henkel:

"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 2004, Henkel generated worldwide sales of 10.592 billion euros. More than 50,000 employees work for Henkel worldwide. People in 125 countries around the world trust in brands and technologies from Henkel.

www.henkel.us

###