



Press Release
Düsseldorf, January 26, 2006

Brand manufacturer's continued commitment to international sponsoring

Henkel at European Handball Championship

Düsseldorf/Lucerne – After its successful debut at the World Handball Championship in Tunis, the Henkel Group will now be present at the 7th Men's European Handball Championship, in Switzerland. The top European teams will compete against each other from January 26 to February 5, 2006. While the 16 participating countries battle for the title, the Henkel brand will be impossible to overlook, as the slogans "Henkel - A Brand like a Friend" and "Quality from Henkel" will be an integral part of the event.

"We will reach more than 200 million people in important markets through the European Handball Championship, while simultaneously associating ourselves with a sport that has an emotionally positive impact," says Ernst Primosch, Vice President Corporate Communications, explaining Henkel's involvement. More than 25 TV stations will broadcast the games from the four match venues in Switzerland. Handball has gained in popularity again in Germany since 2004, when it won the European Championship and gained the silver medal at the Olympic Games in Athens.

Title defender Germany is in Group B, together with Spain, France and Slovenia. Faced by current world champion Spain and 2001 world champion France, coach Heiner Brand's team will have to overcome powerful opposition.



Henkel is no newcomer to the sport of handball. Last year it supported the Handball World Championship in Tunisia, where, for the first time, the officials refereeing each game had the corporate slogan “Henkel – A Brand like a Friend” emblazoned on the back of their shirts. In addition, the Algerian team’s shirts bore the logo of the Henkel detergent brand ISIS.

This year, Henkel is also making sure that conditions on court are perfect in the Swiss Handball League (SHL). The brand manufacturer is sponsoring the “Wish-Wash Boys” of men’s handball team TSV St. Otmar St. Gallen. The Wish-Wash Boys ensure that the surface of the court is clean and fit for play. TSV St. Otmar St. Gallen is the leading handball club in eastern Switzerland and the region’s only representative in the SHL.

“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, a Fortune Global 500 company, 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 125 countries around the world trust in brands and technologies from Henkel.

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