



**Press Release**  
Düsseldorf, July 31, 2006

**Digging and setting for a good cause**

## **Fantastic atmosphere at the Henkel Beach Volleyball Grand Slam in Paris**

The Henkel Beach Volleyball Grand Slam, one of three major sporting events held in Paris (the others are the French Open and the Tour de France) has just ended. The matches were played over six days and attracted more than 150,000 visitors. For the first time, Henkel was the title sponsor. On August 1 the digging and setting will continue in Klagenfurt, Austria. Henkel is sponsoring this Grand Slam, too.

Outstanding sporting feats and a fantastic atmosphere – the Beach Volleyball Grand Slam in Paris proved a huge success. Under the hot summer sun, the athletes battled for trophies, and more than 150,000 enthusiastic spectators experienced a superb week of sport at the foot of the Eiffel tower. The excitement will continue in Austria, starting tomorrow. This will be the tenth time that the tournament has been held in Klagenfurt, beside the Wörthersee. Here too, 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.



The sporting event beside the Wörthersee will also be used to promote a “Henkel Smile” charity project. In 2006, Henkel Central Eastern Europe is supporting Contrast, an organization that is helping 200 blind and severely visually impaired children in Vienna, Lower Austria and north Burgenland. For each match ball that is served in Klagenfurt, Henkel will donate 10 euros to this “Henkel Smile” project.

Henkel Smile brings together all aspects of Henkel’s social commitment – international corporate citizenship – that go beyond its business interests. The Henkel Smile program supports projects and participation in the areas of community involvement, donation management and corporate volunteering / MIT initiative (Make an Impact on Tomorrow). Here the Company supports, above all, social projects by public institutions, in which Henkel employees and pensioners perform unpaid volunteer work.

“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 [www.press.henkel.com](http://www.press.henkel.com)

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