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Press Release

all® and Snuggle® Offer Little Leaguers®, the Ultimate in Clean and Freshness as the Official Laundry Products for the 2018 Little League Baseball® World Series

STAMFORD, CT, August 16, 2018 – Did you know that every uniform at the Little League Baseball® World Series is washed with all® and Snuggle®? In fact, all® and Snuggle® have washed over 108,000 uniforms to date. For six straight years, all® and Snuggle® have been the Official Laundry Products of Little League® and this year they are back, stronger than ever, providing families with effective stain fighting and odor eliminating solutions that will keep uniforms clean and smelling fresh for game day and every day.

There's nothing like seeing your little slugger run the bases after their first hit, but post-game laundry can be challenging with stains and odors. To ensure Little Leaguers are looking their best, **all® OXI** liquid detergent strikes out stains with concentrated cleaning power and in-wash pre-treaters. For added convenience, **all® mighty pacs® 4-in-1** is a home run with four cleaning benefits: tackling pesky odors, fighting tough stains, whitening and brightening in one powerful pac.

For long-lasting freshness, **Snuggle® SuperFresh® (Sheets, Liquids and Boosters)** features odor-eliminating technology that helps removes odors from laundry, whether you're washing your little one's baseball uniform or a load of towels. The Snuggle® SuperFresh® line helps keep clothes smelling fresh wash after wash and provides the ultimate in Snuggly softness.

“For the past 6 years, all® and Snuggle® have helped Little Leaguers® look and feel their best on game day because our products were designed to fight the toughest of stains and odors whether they’re running the bases on the field or playing catch in the backyard,” said Bridgette Miller, Vice President of Marketing for the all® brand. We believe in providing a loving combination of clean and care with solutions to help families tackle any laundry need, and this partnership has given us the opportunity to reach more people and show them why we’re the trusted brands among families.”

all® and Snuggle® will be onsite at the 2018 Little League Baseball® World Series to offer players, families and attendees a fully interactive and immersive fan experience at the Family Fun Zone. Guests will have some fun in the sun at the ballpark with exciting activities, games and prizes, including an all® exclusive pin, Snuggle® Bears and the chance to hang out with the iconic Snuggle® Bear who may be spotted around the Family Fun Zone or playing catch with some Little Leaguers®. To kick off the day of activities, each guest will try their luck at the new all® and Snuggle® Spin Wheel. With each spin, guests will participate in the activity or game the spin wheel lands on and have the chance to win some exciting prizes.

Some of the Family Fun Zone activities include:

- all® Strike Out Stains - Guests will throw balled socks at targets to strike out tough stains
- Snuggle®’s “Catch and Release Odors” – New this year, participants will have the chance to catch as many odors as possible before time runs up
- Washed Uniform Counter, which tracks the number of baseball uniforms cleaned by all® and Snuggle® in real time.
- Take a family photo at the all® and Snuggle® booth

The Little League Baseball World Series runs from August 16-26 in Williamsport, PA and attendees can pre-register for a wristband to participate in the all® and Snuggle® Spin Wheel and fun activities by going to <http://www.llbws.org/register.htm>.

About all® Laundry Detergent

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides a powerful clean at an incredible value for all your family’s needs. The all® brand has your detergent needs covered with liquids, single dose pacs and powder in a choice of sizes and variants. all® laundry detergent is manufactured by Henkel Corporation. For more information, visit <http://www.all-laundry.com/> or join all® free clear connection at www.afc-connection.com.

About Snuggle®

As a leader in the fabric softening category for more 35 years, Snuggle® has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson’s Creature Shop, birthplace of The Muppets and Sesame Street puppets, Snuggle® brand offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle® is manufactured by Henkel and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit www.snuggle.com or join the bear den at <https://snugglecommunity.socialmedialink.com> .

About Henkel in North America

Henkel operates across its three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – in North America. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, professional hair care brand Sexy Hair®, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. North America is an important region for Henkel: With sales of around 5.8 billion US dollars (5.2 billion euros) in 2017, North America accounts for 26 percent of the company's global sales. Henkel employs more than 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2017, Henkel reported sales of 22.6 billion US dollars (20 billion euros) and adjusted operating profit of around 3.9 billion US dollars (3.5 billion euros). Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 7.2 billion US dollars (6.4 billion euros). Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

Photo material is available at www.henkel-northamerica.com/press

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