



Press Release

Düsseldorf, July 20, 2009

Platinum for annual report and gold for training film on corporate brand-building

Two major awards for Henkel

International consumer goods manufacturer Henkel has garnered honors in two renowned US communications competitions. For the fourth time in a row, the company received the highest accolade in the roll of the world's best with the League of American Communications Professionals (LACP) conferring platinum on the 2008 Henkel annual report in the "Consumer Consumables – Household/Personal" category. And in the globally established Stevie International Business Awards, Henkel's new training film explaining the company's corporate branding strategy garnered gold.

At this year's survey of the world's best annual reports, Henkel received an LACP 2008 Vision Award, taking first place in the competition category "Consumer Consumables – Household/Personal" and beating Beiersdorf, Procter & Gamble and Unilever in the process.

The jury comprised of international communications experts awarded the Henkel annual report a score of 98 out of a possible 100 points. The interview with Chairman of the Management Board Kasper Rorsted and Chairman of the Shareholders' Committee Albrecht Woeste – a new departure replacing the classic preface of previous years – received an additional silver award in the "Best Letter to Shareholders" category.

The Jury's feedback read: "The first impression conveyed by Henkel's annual report is great, and both the cover and the interview are excellent." The jury also praised the report narrative, its financials, its creativity, its message clarity and information value, and also its detailed list of contents and ease of navigation through the pages.



The LACP Vision Awards are widely recognized as authoritative in assessing the quality of financial reporting. In all, the LACP scrutinized and assessed more than 3,500 entries from over 20 countries for its Vision Awards competition.

Henkel also enjoyed success at the globally established Stevie International Business Awards. The training film "Become a corporate branding pro in 7 minutes" received gold, the highest award, in the competition category "Orientation".

Designed for employees and agencies alike, his brief instructional video presents in a visually engaging and entertaining manner the basics of Henkel's corporate branding strategy, its vision and values and the most important core rules governing the company's corporate identity and corporate design.

The Stevie Awards is an international competition in which companies and organizations are assessed and rewarded in a wide range of categories. This year the competition attracted more than 1,700 entries from over 30 countries.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

Contact

Lars Witteck

Tel. +49 211 797-2606

Fax +49 211 798-4040

Wulf Klüppelholz

Tel. +49 211 797-1875

Fax +49 211 798-4040