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**Henkel AG Wins Boston Strategies International's
2009 General Industries Awards for Excellence in Supply Chain Customization and
Innovation**

October 6, 2009

Boston Strategies International is pleased to announce Henkel's Laundry & Home Care business sector as the winner of the 2009 award for Supply Chain Customization and Innovation Excellence!

Our firm has conducted an in-depth global supply chain benchmark study in which diverse companies responded from countries as widespread as Australia, Fiji, Germany, India, Italy, Nigeria, Norway, Saudi Arabia, South Africa, and the United States.

Henkel's Laundry and Home Care business unit won based on its superior Customer Segmentation, Customer Response Time, Capacity Flexibility, Customized Order Fulfillment, and Design for Supply Chain.

"Supply chain performance became a strong differentiator in FMCG industries. Our global supply chain transformation program puts us into the position to better serve and focus on our customers," announced Dr. Dirk Holbach, Corporate Vice President Global Supply Chain Operations. "We are therefore honored to receive the General Industries Award for Excellence in Supply Chain Customization for our Laundry and Home Care business sector."

Henkel AG & Co. KGaA, headquartered in Germany, is committed to make lives easier, better and more beautiful with its brands and technologies. With over 52,000 employees worldwide, the company has three principal businesses: Adhesive Technologies, Cosmetics/Toiletries, and Laundry & Home Care.

Boston Strategies International (www.bostonstrategies.com) is a global consulting firm that helps market leaders achieve competitive advantage through supply chain management.

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