



SNUGGLE® SOFTENS HEARTS THIS VALENTINE’S SEASON WITH CUSTOM MUSIC VIDEO SERENADES – STARRING YOUR FRIEND OR LOVED ONE!

New Survey Confirms that Consumers like Expressing Heartfelt Emotion through Song; Snuggle Bear Gives You a Singing Voice with Snuggle Serenades Campaign

WILTON, Conn. (January 23, 2017) – Love songs can help express our feelings when we can't find the right words ourselves, especially during times like Valentine’s season. Now Snuggle Bear, the iconic mascot of one of the fastest growing Fabric Conditioner brands, is helping the tongue-tied express themselves through the power of song with custom Snuggle Serenades music videos.

Set against the classic love songs “(I’ve Had) The Time of My Life” and “Lovin’ You,” Snuggle Bear showcases his soft voice and smooth moves in custom musical serenades. Featuring uploaded pictures of your friend or loved one, Snuggle Serenades make it easy and fun to share your heartfelt emotions!

The campaign officially kicked off on National Hug Day on January 21st, which is the perfect time to start thinking about friends and loved ones, near and far! Through Valentine’s Day on February 14, you can create your own customized Snuggle Serenade by following these easy steps:

- Visit SnuggleSerenades.com
- Set the mood by selecting one of the classic love songs
- Personalize your serenade by uploading photos of your special someone
- Simply Share via Facebook, Twitter, email, or text and use #SingItSnuggle

A new national survey conducted by the Snuggle consumer community, the Bear Den, in January 2017 underscores consumers’ attitudes and offers insights about why music and favorite love songs are so important during Valentine’s season.

Top findings include:

- Four out of five people (81%) would find it romantic if their partner serenaded them on Valentine’s Day.
- Three quarters (75%) say sharing a romantic song on Valentine’s Day helps them express how they feel.
- Song choice matters. Over ninety percent (94%) of people say the right song can be a great way to express romantic feelings to a loved one.
- Over half (57%) would rather receive a serenade of a romantic song than a card on Valentine’s Day.
- Most people (74%) don’t care if their partner can’t sing. They still would like to be serenaded.

“Snuggle and Valentine’s season go hand in hand. This year, we can’t wait to help give voice to people who want to express their love. Snuggle’s customizable music videos are the perfect way to serenade the ones you love,” said Bibie Wu, Vice President of Marketing, Laundry Conditioners & Home Care, Henkel Corporation.

Snuggle® has been making the world a softer place for over 30 years and has a robust product line to handle all of your fabric care needs. Whether you are looking for softness, freshness, or odor elimination, Snuggle has a product to help create more snuggle-up moments.

Create your video at www.SnuggleSerenades.com and go to [Facebook](#), [Twitter](#), and [Instagram](#) for more details. You can also join the Bear Den at snuggle.com/BearDen for special Snuggle content, offers, and prizes.

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Survey Methodology

This survey was conducted online within the United States by Snuggle on behalf of Current Lifestyle (an agency of Henkel Corporation) from January 9-13, 2017 among 2,466 adults ages 18 and older. Respondents are a part of Snuggle’s brand-owned community of consumer advocates, the Snuggle Bear Den (www.snuggle.com/bearden). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Suzanne Joyella at sjoyella@talktocurrent.com.

About Snuggle

As a leader in the fabric conditioning category for more than 30 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 offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle is manufactured by Henkel Corporation and is available at most major retailers. For more information, visit www.snuggle.com or www.facebook.com/snuggle.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Persil®, all®, Purex®, and Snuggle® laundry detergents and conditioners, Dial® soaps, Right Guard® antiperspirants, got2b® hair gels, and a broad range of adhesives brands such as Loctite® and LePage®. The Sun Products Corporation, a leading North American provider of laundry detergent, fabric softeners and other household products, was acquired by Henkel in September 2016. Visit www.henkel-northamerica.com for more information.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs almost 50,000 people and reported sales of around \$20 billion (18.1 billion euros) and adjusted operating profit of around \$3.2 billion (2.9 billion euros) in fiscal 2015. Henkel’s preferred shares are listed in the German stock index DAX.

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