



AS CONSUMER SPENDING DECLINES, LOVE AND LAUGHTER ARE FREE THIS VALENTINE'S SEASON WITH CUSTOM SNUGGLE® SERENADE MUSIC VIDEOS – SOFTENING OVER 50,000 HEARTS AND COUNTING!

Snuggle Bear Continues his Mission of Making the World a Softer Place by Empowering Consumers to Create Free Personalized Video Serenades Starring Their Loved Ones

WILTON, Conn. (February 13, 2017) – According to the National Retail Federation (NRF), consumer spending on Valentine's Day is expected to slip this year after a decade-long increase. Despite the decrease in spending, Valentine's Day still continues to be a popular gift-giving occasion. With lovers and friends being more frugal in their gift-giving, music and song provides an entertaining and free alternative to help express our feelings during this season of love.

On January 21st (National Hug Day), Snuggle Bear, the iconic mascot of one of the fastest growing Fabric Conditioner brands, began helping the tongue-tied express themselves at no cost with customizable Snuggle Serenades music videos starring a friend or loved one. Building on the popular music trend seen on late night TV and on new music-centric shows, where customization of songs has been gaining widespread attention, the Snuggle Serenades campaign is a great example of offering consumers the reins to create their own content in a fun and expressive fashion. To date, Snuggle Bear has lent his voice in more than 50,000 customized valentine serenades, with the overall campaign reaching an estimated audience of over 140 million through digital, mobile, social and PR.

The NRF reports consumers plan to spend \$1 billion on greeting cards this Valentine's season, but with Snuggle Serenades, you can send your special someone a tailor-made video that they can play and replay – no postage stamp required! Set against classic love songs, "(I've Had) The Time of My Life" and "Lovin' You," Snuggle Bear showcases his soft voice and smooth moves throughout the videos. Since the campaign kicked off, fans have split their choice of song about 50/50 between each one. Featuring uploaded pictures of your friend or loved one, Snuggle Serenades make it simple and fun to share a heartfelt and humorous greeting this Valentine's season.

To create your own customized Snuggle Serenade, just follow these easy steps:

- Visit SnuggleSerenades.com
- Set the mood by selecting one of the classic love songs
- Personalize your serenade by uploading up to four photos of your special someone

- Simply share via Facebook, Twitter, email, or text and use #SingItSnuggle

“Snuggle’s mission has always been to make the world a softer place by bringing people together,” said Bibie Wu, Vice President of Marketing, Laundry Conditioners & Home Care, Henkel Corporation. “And there is no better way to show your loved one how much you care than with a custom video valentine. So with just one day left until the holiday, we encourage everyone to create their own Snuggle Serenade to spotlight the people closest to their hearts.”

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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