

**Hans Einhell AG presents new product lines at Cologne Fair
Practical World**

Hans Einhell AG, which is Prime Standard listed on the German Stock Exchange, is presenting itself at the Cologne Fair Practical World, from 9 -12 March 2008, with two completely newly developed, extremely attractive product lines.

With the blue line tools Einhell has created an introductory series which offers an optimal level of performance at keenly calculated prices. The performance of the tools makes DIY pleasurable and combines smart function with work safety and ease of use. Here performance and quality are in line with attractive pricing structures.

The superior Einhell red line products stand for Einhell's manifold competence in product design and product development. Exclusive, ergonomic design combines with practicability, the best workmanship and outstanding service. Einhell offers more performance and more quality, satisfying even the most demanding customers.

Both product lines currently focus on electrical and stationary tools. The further development of both ranges in other segments is being continually driven forward.

Hans Einhell AG sees the consistent orientation towards proven brand quality with a reasonable price-cost ratio, as an essential element in the further growth of the Einhell Group and its continuous international expansion.

Landau/Isar, 7th March 2008
Board of directors