



DHL launches new website for customers: easier access to contacts and information in focus

- **DHL.com with new layout and content across 140 countries**
- **DHL-Brandworld.com provides insights into logistics**

Bonn, May 13, 2010: DHL, the world's leading logistics company, has relaunched its global web presence www.dhl.com along with 140 DHL country sites. The new website, which is focused on better meeting customer requirements, will offer a more user-friendly access to all logistics and global mail services. The new DHL.com integrates all DHL business units and ensures that the more than 300,000 daily visitors find their way to the resources they need. The site also includes local and global career opportunities, provides material for journalists and delivers comprehensive information about the Group Deutsche Post DHL. The relaunch of the global presence and all country websites covers some 80,000 web pages which services 40 different languages.

Says Christof Ehrhart, Executive Vice President Corporate Communications at Deutsche Post DHL: "The new DHL.com provides an easy access to all services offered by DHL globally and places real needs of DHL customers who visit us online in focus. The website is another step on the way towards making our services and products easier to use and further simplifies the process of getting in touch with the right person."

The new DHL.com website is implemented to strengthen the "ONE DHL" approach as featured in the Group's Strategy 2015 and actively supports DHL's brand values by offering proactive solutions, personal commitment and local strength worldwide. The new website represents a key marketing, sales and communication channel for DHL and its customers. DHL had more than 110 million visits on its websites in 2009 and these numbers are increasing steadily.

Interactive experience of the DHL brand

As part of the relaunch activities, DHL also started a completely new website with insights



into the DHL brand: www.DHL-brandworld.com. The website allows a glimpse behind the scenes of one of the leading brands in logistics and offers both information and entertainment. The mission of DHL, its brand values and customer success stories are part of the website as well as news about worldwide advertising, marketing campaigns, its partnership with Formula 1, Fashion Week, Leipzig Gewandhaus Orchestra and others. DHL invites the user to participate in special digital events such as following experts from Formula 1 via Twitter or playing virtual games.

The DHL Brand World builds a platform of interactive brand experience. Wolfgang Giehl, Senior Vice President Corporate Brand Marketing at Deutsche Post DHL, says: "We enter into a new area in brand communication beside the classical media. With the new DHL Brand World, the user can feel the heartbeat and the passion of the DHL brand."

You will find more information in the internet under www.DHL.com and www.DHL-brandworld.com

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DHL – The Logistics company for the world

DHL is the global market leader in the logistics industry and "The Logistics company for the world". DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.