



press release

DHL LAUNCHES U.S. OLYMPIC SPIRIT CARD CONTEST

National Program to Help Educate Children on the Importance of the Olympic Spirit and Provide Opportunity to Meet Members of the 2006 U.S. Olympic and Paralympic Teams

PLANTATION, FL – October 4, 2005 – DHL, the world's leading express delivery and logistics company and the Official Express Delivery and Logistics Provider of the 2006 United States Olympic and Paralympic Teams, is launching a nationwide effort to encourage millions of young Americans to learn about Olympic Spirit and share their creative vision on the meaning of Olympic Spirit in messages of support to be sent to the 2006 U.S. Olympic and Paralympic Teams leading into the Olympic Winter Games in Torino, Italy.

The DHL U.S. Olympic Spirit Cards Contest will help educate school children (ages 8-12) about the ideals and lessons of the Olympic Spirit, including inspiration, perseverance, vision and joy in effort. The program will allow these young Americans to provide support to the U.S. Olympic Team, while also building their interest and excitement in the Olympic Movement and the 2006 Olympic and Paralympic Winter Games. While the DHL U.S. Olympic Spirit Card Contest is open to any child to enter, teachers and schools nationwide are also encouraged to participate by implementing the program for their students.

“DHL and its employees believe strongly in the Olympic Spirit and embrace many of its qualities, including the spirit of competition, teamwork and mutual respect,” said John Pearson, Executive Vice President of Commercial for DHL. “We look forward to helping millions of children express their support for Team USA and gain a better understanding of Olympic Spirit. DHL is proud to be able to deliver these meaningful, heartfelt messages directly to our U.S. Olympians and Paralympians in Torino.”

To participate in the program, children are invited to create a “Spirit Card,” an original, personal expression that illustrates their interpretation of the meaning of Olympic Spirit. The Spirit Cards will be delivered by DHL to the U.S. Olympic and Paralympic teams upon their arrival at the 2006 Olympic Winter Games in Torino. A total of four (4) regional grand prize winners will receive a trip to the U.S. Olympic and Paralympic Spirit Awards Delivered by DHL award ceremony in May 2006, which is expected to be attended by more than 400 U.S. Olympic and Paralympic athletes, and will also have



press release

their creative work framed and displayed at the U.S. Olympic Committee's business and hospitality center in Torino, known as USA House, throughout the Olympic and Paralympic Winter Games.

Team DHL, a who's who among Olympic and Paralympic medalists and past recipients of the U.S. Olympic and Paralympic Spirit Award, will share their own personal encounters with the Olympic Spirit while serving as ambassadors for the DHL U.S. Olympic Spirit Cards Contest as well as the official panel of judges for selecting the grand prize winners. This select group of legends and hopefuls includes figure skater Scott Hamilton, speedskater Dan Jansen, bobsledder Vonetta Flowers, snowboarder Chris Klug and Paralympic alpine skier Sarah Will.

"Competing in the Olympic Winter Games so far from home puts a lot of pressure on all the athletes, which is why these messages of support from kids across the country will take on even greater meaning for Team USA," said Chris Klug, 2002 U.S. Olympic bronze medalist (snowboarding) and member of Team DHL. "The DHL U.S. Olympic Spirit Card Contest provides an opportunity for these children to learn more about the ideals of the Olympic Games and the Olympic Spirit, which as Olympians we strive to demonstrate in our everyday lives."

Official rules, judging information and instructions for participation are available online at the DHL U.S. Olympic Spirit micro site (www.dhl-usa.com/olympicspirit/). The DHL U.S. Olympic Spirit Card Contest offers teachers who sign up on the DHL Olympic Spirit micro site or by email (spirit.cards@dhl.com) free pre-paid DHL ShipReady™ packaging to submit their students' Spirit Cards free of charge.

A supplier of the United States Olympic Committee (USOC), DHL is the Official Express Delivery and Logistics Provider of the 2006 United States Olympic and Paralympic Teams. DHL will provide express delivery and logistics services to fulfill the shipping needs of the U.S. Olympic Committee and Teams, including sporting and medical equipment and Team apparel, and is committed to delivering the Olympic Spirit all across America. In addition to Team DHL and the DHL U.S. Olympic Spirit Cards Contest programs, DHL is a proud sponsor of the 2006 U.S. Olympic and Paralympic Spirit Awards, which will recognize individual U.S. Olympians, U.S. Paralympians, and U.S. Olympic and Paralympic Teams who best exemplify the Olympic Spirit both in competition and in their personal lives. Information about each program is available online at the DHL U.S. Olympic Spirit micro site (www.dhl-usa.com/olympicspirit/).



press release

About DHL

At DHL, Customer Service is back in shipping. Our mission is to provide the most flexible, personable and enjoyable experience in the shipping industry for our customers.

With annual revenues over \$32 billion in 2004, DHL is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source.

DHL offers expertise in express, air and ocean freight, overland transport and logistics solutions, combined with worldwide coverage and an in-depth understanding of local markets. Over 170,000 employees are dedicated to providing fast and reliable services that exceed customers' expectations. Founded in San Francisco in 1969, DHL's international network links more than 220 countries and territories worldwide. For more information on DHL, please visit www.dhl.com.

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