PORSCHE SE

Press release 31. July 2009

Porsche Head of PR Anton Hunger retires

After 17 successful years in Public Relations

Stuttgart, 30 July 2009. Anton Hunger (60), long-time Head of Public Relations at Dr. Ing. h.c. F. Porsche AG and since 2007 of Porsche Automobil Holding SE, this friday retires from his position after 17 successful years with the producer of sporty luxury cars. By request from the new Porsche CEO Michael Macht he will make himself available in a consulting role to the company.

Dr. Albrecht Bamler (51), company spokesman, and Frank Gaube (48), Head of Financial Press and Investor Relations, will jointly take responsibility for Public Relations at Porsche SE. Christian Dau (47) will remain in charge of Public Relations at Dr. Ing. h.c. F. Porsche AG.

Hunger, born 1948 in Cham/Bavaria, initially completed an apprenticeship as typesetter and a trainee program at publishing house Südwest-Presse, before studying economics, political science and sociology at the universities of Tübin-gen and Regensburg respectively. Following this he worked 16 years as an economic journalist for the daily "Stuttgarter Zeitung" and later for the Munich based monthly "Industriemagazin". 1992 he took over responsibility as Head of Public Relations of the Stuttgart based sportscar manufacturer. Alongside Dr. Wendelin Wiedeking, Porsche's long-time CEO who resigned recently, Hunger was significantly involved in making Porsche the company with the best image in Germany.

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Note: Photo material of Anton Hunger is available to accredited journalists on the Porsche press database: http://presse.porsche.de/.

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