



KKR Strengthens Dutch Team

Ruud Hendriks Joins Firm as Senior Advisor for the Netherlands

AMSTERDAM, September 30, 2010 /PRNewswire via COMTEX News Network/ -- Kohlberg Kravis Roberts & Co. (together with affiliates, "KKR") today announced the appointment of Ruud Hendriks as Senior Advisor for the Netherlands. Mr. Hendriks, who will be based in Amsterdam, most recently served as Chairman of Goldman Sachs Asset Management (GSAM) Benelux.

Mr. Hendriks will work closely with Alex Fletcher, who oversees KKR's European Client and Partner Group.

Alex Fletcher, Head of the European Client and Partner Group of KKR, said: "We believe the current economic environment provides us with attractive new opportunities to build stronger relationships with our investment partners. We are delighted to have Ruud in his role of Senior Advisor for the Netherlands. Ruud has 20 years of experience in international asset management. His local knowledge and experience fostering institutional relationships will strengthen KKR's business in the Netherlands."

Ruud Hendriks stated: "KKR is a leading global investment firm, and I am very proud to be joining as Senior Advisor. The firm has an outstanding reputation for excellence and value creation and it is built on a strong firm culture."

Mr. Hendriks was hired by Goldman Sachs in 2001. In his role as Chairman, Mr. Hendriks led GSAM activities in the Benelux for the Asset Management business. Prior to joining GSAM, Mr. Hendriks worked for Rodamco, the property fund of the Robeco Group, since 1980. He was a member of their Executive Board from 1991 to 1996. He then moved to become senior vice president, global head of institutional sales at Robeco.

Currently, Mr. Hendriks is also non-executive director at the Man Group PLC, member of the international board of advisors at Polaris, member of the Talergroup corporate advisory board, chairman of the advisory board at Financial Assets and Advisor to the NIBC Asset Management Team.

KKR's Senior Advisors are part of the Firm's integrated model of value creation. They include current and former senior executives who bring unique leadership skills to complement the work of KKR investment professionals, the operational executives at KKR Capstone and serve as liaisons to manage relationships with current and future investment partners.

About KKR

Founded in 1976 and led by Henry Kravis and George Roberts, KKR is a leading global alternative asset manager with \$54.4 billion in assets under management as of June 30, 2010. With over 600 people and 14 offices around the world, KKR manages assets through a variety of investment funds and accounts covering multiple asset classes. KKR seeks to create value by bringing operational expertise to its portfolio companies and through active oversight and monitoring of its investments. KKR complements its investment expertise and strengthens interactions with investors through its client relationships and capital markets platforms. KKR is publicly traded on the New York Stock Exchange (NYSE: KKR). For additional information, please visit KKR's website at <http://www.kkr.com>.

SOURCE Kohlberg Kravis Roberts & Co. (KKR)

Copyright (C) 2010 PR Newswire. All rights reserved