



April 5, 2011

Ashland Inc. unveils enriched, intuitive company website

COVINGTON, Ky. – Ashland Inc. (NYSE: ASH) today announced the launch of a newly designed company website – www.ashland.com – with many significant enhancements to make it simpler and more useful for its customers, communities and investors. At its core, the new site features expanded product information with easy access to Ashland’s broad portfolio of [specialty chemical products](#).

It’s not just about products, however. It’s the people of Ashland, their talents and dedication that also come alive in video examples that show customers discussing the advantages of working with Ashland.

The new website makes it easy to conduct business with Ashland around the world. Expansive and readily available information for contacting sellers, customer service agents, chemists, applications specialists and other representatives in more than 100 countries is easily accessed, along with tools for posing questions.

From the home page visitors can find solutions by product name, market, application or product type; contact a representative; learn more about Ashland operations and history or inquire about career opportunities with the company. Ashland-featured news is also posted on the home page and RSS feeds are available so visitors can stay up-to-date on Ashland activities.

“We are extremely pleased to bring this new website online so that Ashland’s many stakeholders can obtain the information or support they need,” said Susan Esler, chief human resources and communications officer. “The website showcases Ashland’s expertise in specialty chemicals and delivers on our company promise, ‘With good chemistry great things happen.’ We expect that visitors from the media, industry, financial arena, education or the general public will be surprised by discovering numerous intriguing examples of how Ashland’s chemistry is solving problems, advancing various industries and improving our lives in so many ways.”

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our four commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).