



October 27, 2010

Valvoline to offer Tectyl™ protective products for industrial applications in Denmark

BARENDRECHT, Netherlands – For more than 80 years, Tectyl™ protective products have prevented corrosion and rust on the underbodies of cars and buses, as well as the interiors of these vehicles. Valvoline International Inc., an affiliate of Ashland Inc. (NYSE: ASH), has announced its entry into the Danish industrial market with a broad range of Tectyl products that offer short- and long-term metal surface protection for a variety of applications, such as tubes and pipes, windmill towers, pneumatic tools, hydraulic systems and heavy equipment.

The proven multifunctional performance of Tectyl protective products is ideal for both indoor and outdoor use to help protect metal surfaces from the damaging effects of moisture and salt (sodium chloride). The recent development of new technologies now enables the expanded use of Tectyl protective products for industrial applications where rust and corrosion are significant concerns. Tectyl products are marketed and sold in Denmark by Eurodeal, an authorized Valvoline™ products distributor.

“The Tectyl brand is well known across the European region for quality and performance,” said Jaap Spies, Tectyl commercial manager. “We have taken a specialized approach to further develop our products for applications in adjacent markets where rust and corrosion can lead to costly repairs, and even irreversible damage to metal structures and equipment. Together with our local partner, Eurodeal, we are uniquely positioned to deliver a portfolio of innovative protective products specifically designed for industrial applications.”

Traditional Tectyl products are solvent- and wax-based, but new innovations have led to water-based and solvent-free Tectyl products for use where environmental, health or safety regulations prevent the use of products containing solvents. In addition to rust and corrosion prevention technologies, the Tectyl product portfolio includes various viscoelastic, sprayable, liquid silencers suitable for many industries where the vibrating resonance of metals must be reduced.

For more information on availability and ordering of Tectyl protective products in Denmark, please contact the Eurodeal representative below:

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Valvoline, a brand of Ashland Inc., has been serving motorists longer than any other motor oil. In Europe, the Middle East and Africa, Valvoline-branded lubricants and chemicals, Eagle One™ automotive appearance products, and Tectyl rust preventive are marketed and sold through company-owned operations in Germany, Poland, Spain, South Africa, United Arab Emirates and the United Kingdom. Valvoline, Eagle One and Tectyl products also are available through an extensive network of licensees and distributors throughout Europe, the Middle East and Africa. For more information on availability and ordering of Valvoline high-performance products in the region, please visit www.valvolineurope.com.

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 used every day in applications from automotive, food and beverages, personal care products, pharmaceuticals, and paper and tissue to durable goods and infrastructure, including building and construction, energy and water treatment. Visit www.ashland.com to see the innovations we offer through our five commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution.

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