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Ashland set to showcase innovative water treatment solutions at 2012 Singapore International Water Week Expo

SHANGHAI, China – Ashland Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), is one of more than 600 companies that are participating in the Singapore International Water Week (SIWW) Water Expo. The Water Expo, which will be held July 1-5 at the Sands Expo and Convention Center in Marina Bay Sands, Singapore, is a comprehensive water trade show focused on innovation, products, services, as well as case studies of water technologies across all industries.

While at the SIWW Water Expo, Ashland will highlight a number of innovative chemical and equipment technologies that ensure the reliable operation of boiler water and cooling water systems while allowing customers to improve their operational efficiencies by reducing water and energy usage. Technologies that Ashland will showcase include the company's patented OnGuard™ monitoring and control systems, microbiological control, corrosion and deposit control and water reuse. Individual wanting to know more about these technologies can visit Ashland at the Water Expo at booth No. R-39 or online at ashland.com.

“Our commitment to our customers begins with something we call enviROInnovation,” said Richard Royce, vice president, Ashland Water Technologies, Asia Pacific. “This is our pledge to provide a documented return on investment through innovative, environmentally responsible process and water treatment products, technologies and services. We deliver on this commitment by partnering with our customers to understand their needs, then providing carefully considered, appropriate water management programs that optimize energy, water and operational costs while addressing regulatory compliance needs.”

Ashland Water Technologies is a leading specialty chemical supplier of process, utility and functional chemistries globally. It offers innovative chemical and equipment technologies designed to help customers improve operational efficiencies, enhance product quality, protect plant assets and minimize environmental impact. To meet the diverse requirements of its customers, Water Technologies offers a range of services, including analytical and applications laboratories, customized program offerings and a focused-service approach. Key customers include pulp producers; papermakers; food and beverage manufacturers; mining and mineral processing operations; light and heavy industrial facilities; and municipalities. See ashland.com for more information.

In more than 100 countries, the people of Ashland Inc. 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, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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FOR FURTHER INFORMATION:

Media Relations
Helen Pei
+86 21 2402 4863
bpei@ashland.com