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## Ashland to showcase coatings technologies at Italian coatings exposition

FOR FURTHER INFORMATION:

Media Relations  
Kenneth Gordon  
+1 614-790-1832  
kgordon@ashland.com

FOR IMMEDIATE RELEASE

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SCHAFFHAUSEN, Switzerland – Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), invites visitors to the 2010 Eurocoat show in Genoa, Italy, Nov. 9 – 11, to explore the benefits of Ashland's "Complete Solutions for Paints and Industrial Coatings" at stand C 62. With a comprehensive portfolio of rheology modifiers and specialty additives, Ashland provides formulators and manufacturers with high-performance, superior technical service, and world-class technology, quality and product consistency.

During the exhibition, Ashland will highlight its new Natrosol™ HE 3KB high efficiency, biostable cellulosic thickener that is specifically engineered to provide outstanding in-can feel, brushability, and flow and leveling for waterborne decorative paints. Additionally, sales and technical experts will be available to discuss Ashland's leading rheology and performance-enhancing technologies including Aquaflow™ and Aquaflow XLS nonionic synthetic associative thickeners (NSATs), versatile Drewplus and Advantage™ foam control agents, and Dextrol™ and Strodex™ specialty surfactants.

"Visitors to the Ashland stand will have the opportunity to learn how Ashland's chemistries help simplify manufacturing and deliver key functional benefits to architectural paint and industrial coating formulations," said Scott Dautel, global marketing manager, Coatings Additives. "We have focused our efforts on creating a portfolio of technologies that set the industry standard for consistent, superior performance at very low use levels. With many products that are derived from natural or renewable raw materials, we are also able to help our customers deliver new products that meet ever increasing standards for health and environmental impact."

Ashland will be presenting a scientific paper entitled "A New Class of Unique Nonionic Synthetic Associative Thickeners for Waterborne Paints and Industrial Coatings" at the three-day XXX FATIPEC Congress (European Federation of Coatings Scientists and Technicians) taking place in conjunction with the Eurocoat exhibition. Ashland's proprietary NSAT chemistries enable the optimal formulation of low-VOC (volatile organic compounds) decorative coatings that are applied by brush or roller, as well as highly viscous industrial wood coatings.

To better supply global demand for the growing coatings additives market, Ashland will soon celebrate the grand opening and start-up of a new manufacturing site in China dedicated to producing Natrosol hydroxyethylcellulose (HEC) and related products. This world-class facility, located in the Nanjing Chemical Industry Park, is Ashland's fourth HEC production facility, joining those in North America and the Netherlands. The new Nanjing plant adds global capacity that will enhance availability of Ashland's HEC products used in paints and coatings within the European and other world markets.

For more information, or to schedule a meeting during the Eurocoat exhibition, contact Franco Bosi, paint industry supervisor for Italy and Spain, at +39 335 819 6675 or fbosi@ashland.com.

Ashland Aqualon Functional Ingredients is a leading producer of hydrocolloids, primarily cellulose ethers, worldwide. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems including rheology control, water retention, bonding strength, film formation, conditioning, deposition and stabilization. Many of its products – used in paint and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries – are derived from renewable and natural raw materials.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit [www.ashland.com](http://www.ashland.com).

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