



July 19, 2010

## **Ashland aligns with Barracuda for Brazilian resin distribution**

DUBLIN, Ohio – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), has selected Barracuda Advanced Composites as its resin distributor for the Brazilian infusion resin market. Barracuda will market and distribute Arazyn™, Aropol™ and AME™ resin brands to boat builders and other businesses throughout Brazil.

Barracuda specializes in providing resin solutions to Brazilian boat builders, but also services other composite manufacturers. “Barracuda is well known in domestic shipyards for delivering a high level of technical expertise,” said Rodrigo Oliveira, marketing and sales manager, Ashland Performance Materials, Brazil. “As one of the world leaders in high performance resin technology, Ashland is also well recognized for excellence in marine applications. By combining Ashland’s technology with Barracuda’s capabilities, marine customers will receive best-in-class service and performance.”

Through the agreement, Barracuda’s customers will gain access to Ashland’s portfolio of resins focused on conventional lamination and infusion applications. Infusion is a manufacturing process that can reduce weight and increase the mechanical strength of boat hulls. “In addition, Ashland’s adhesives, used for structural marine applications, will soon be available for local boat manufacturers. These products have proven performance and, through Barracuda, we will bring them to Brazil,” said Oliveira.

In addition to the marine industry focus, the agreement between Ashland and Barracuda extends distribution to manufacturers of composites that supply the wind power, civil construction, transportation, offshore oil exploration and aeronautics sectors. “Niche markets that require high-technology products are also part of our scope,” says Oliveira. According to Jorge Nasseh, Barracuda’s chief engineer and a recognized leader in composites technology, the agreement with Ashland will deliver a high level of technical expertise to accompany the products and services supplied to customers. “This is a great step towards the Brazilian composites industry modernization. The quality of Ashland’s resins for infusion, for example, will certainly help to develop markets in which they are used,” he said.

Ashland Performance Materials is the global leader in unsaturated polyester resins and vinyl ester resins. In addition, it provides customers with leading technologies in gelcoats, pressure-sensitive and structural adhesives, and metal casting consumables and design services.

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)

™ Trademark of Ashland or its subsidiaries, registered in various countries