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FOR IMMEDIATE RELEASE

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**Ashland to introduce innovative technologies
at Food Ingredients Europe 2009 event**

WILMINGTON, Del. – New ingredients to improve mouthfeel, dairy protein stabilization, thermal gelation and flavor encapsulation will be introduced by Ashland Aqualon Functional Ingredients (AAFI) at the Food Ingredients Europe 2009 expo, Nov. 17-19. AAFI, a commercial unit of Ashland Inc. (NYSE:ASH), will introduce these product innovations and highlight its food ingredients expertise during the show at stand 9B80.

New patent-pending technologies for easy dispersion and rapid hydration of cellulosic polymers will also be featured. AAFI, a world leader in cellulosic food ingredients, will showcase Aqualon[®] and Blanose[®] cellulose gum (CMC), Benecel[®] methylcellulose (MC) and hydroxypropylmethylcellulose (HPMC), Klucel[®] and AeroWhip[®] hydroxypropylcellulose (HPC), and Supercol[®] guar gum.

Ashland Aqualon Functional Ingredients is a leading producer of cellulose ethers worldwide and the world's only producer of refined wood rosin. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems. Many of its products – used in construction, food, personal care, pharmaceuticals, oil field production and paints – are derived from renewable and natural raw materials and perform in a wide variety of applications.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential needs and 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.

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