



February 7, 2011

## **Ashland implements price increase for laminating adhesive and coating products**

DUBLIN, Ohio – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), implemented price increases for its laminating adhesive and coating products on Feb. 1. The increases ranged from 12 – 15 cents per pound for water-based and solventless adhesives, 22 cents per pound for radiation-cured adhesives and coatings, and 60 cents per pound for latex water-based adhesives.

“These increases were necessary due to tightness in supply and cost increases in several key raw materials including severe escalations in base petrochemicals such as propylene and benzene,” said Rick Stokes, industry manager, laminating adhesives and coatings. Responding to changing market conditions enables Ashland to provide innovative products and industry-leading support that add value for customers.

Ashland Performance Materials is the global leader in unsaturated polyester resins and epoxy vinyl ester resins. In addition, it provides customers with leading technologies in gelcoats, pressure-sensitive, structural and laminating adhesives and coatings.

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 at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, personal care, pharmaceutical, tissue and towel, and water treatment. Visit [www.ashland.com](http://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.