



September 27, 2011

Ashland Inc. changes product name to clarify performance value

DUBLIN, Ohio – To provide clarity to customers, [Ashland Performance Materials](#), a commercial unit of Ashland Inc. (NYSE: ASH), has introduced a new product name, [PureRad™](#), for its range of UV/EB coatings and adhesives previously sold under the NWC name. Ashland is currently working to complete the product transition to the new name before the end of the year.

“Ashland produces a broad range of UV/EB coatings and adhesives used for labels, commercial printing and flexible packaging industries,” said Rick Stokes, product manager, Coatings and Adhesives, Performance Materials. “These products offer high aesthetics and superior performance, and by renaming the product line to PureRad, we pull together all of Ashland’s high-quality UV/EB coatings and adhesives under one strong brand.” In addition to the PureRad products, Ashland also offers the flexible packaging industry [Purethane™](#) water-based laminating adhesives, [Pureseal™](#) cohesive and heat-seal products and [Purelam™](#) solvent-free laminating adhesives.

Ashland holds extensive knowledge in solvent-free, emulsion and UV/EB adhesive and coating technologies. “Cooperating with customers to consistently bring value is standard practice at Ashland. Our application and process experience, coupled with our range of technology solutions, help our customers balance performance and sustainability with faster curing, reduced volatile organic compounds (VOC) and lower applied costs,” added Stokes.

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.

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, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.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 (Valvoline).

– 0 –

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