

FOR FURTHER INFORMATION:

Media Relations
Ken Gordon
614-790-1832
kdgordon@ashland.com

FOR IMMEDIATE RELEASE

Thursday, July 30, 2009

**Valvoline® product availability expands
to new markets in EMEA region**

BARENDRECHT, Netherlands – Three new distribution agreements will increase Valvoline® product availability in the Europe, Middle East and Africa (EMEA) region. Valvoline International Inc., an affiliate of Ashland Consumer Markets (Valvoline), a commercial unit of Ashland Inc. (NYSE: ASH), has signed new distribution agreements with Al-Shahnan General Trading and Contracting Company, Societe Lakhall Distribution Sarl and Lubrogamma 2000 SRL. They are now official distributors for Valvoline product and will supply customers in Kuwait, Morocco and Italy, respectively.

In addition to managing distribution activities for Valvoline high-performance products and services, the distributors also will support Valvoline products by providing technical support and expertise to the market, which includes independent MaxLife® service centers in their countries.

“We are pleased to welcome Al Shahnan, Lakhall and Lubrogamma to the Valvoline family of distributors,” said Dean Doza, vice president and general manager of Valvoline EMEA. “With long-standing histories for delivering quality products and services, these organizations have demonstrated their capabilities for expanding market positions in the EMEA region and provide an important foundation for the future growth of Valvoline products. We look forward to leveraging the local knowledge of our new partners to deliver clear benefits to customers.”

- more -

Valvoline® product availability expands to new markets in EMEA region p. 2

For more information on availability and ordering of Valvoline high-performance products in these countries, please contact the appropriate distributor representative below:

- **Italy**
Lubrogamma 2000 SRL
Mr Giancarlo Bigot - Managing Director
tel +390308982400
e-mail info@lubrogamma.com
- **Morocco**
Societe Lakhel Distribution Sarl
Mr Abdellah Lakhel - Sales Manager
tel +212669791384
e-mail: societe-lakhel-distribution.sarl@hotmail.com
- **Kuwait**
Al-Shahnan General Trading and Contracting Company
Mr. G.B. Singh - General Manager
tel +9 65 - 802 008 5301
e-mail: gbsingh@alsayer.org

Valvoline, a brand of Ashland Inc., has been serving motorists longer than any other motor oil. In Europe, Valvoline-branded lubricants and chemicals, Eagle One® automotive appearance products, and Tectyl® rust preventives are marketed and sold through company-owned operations in Croatia, Germany, Italy, Poland, Spain, and the United Kingdom. Valvoline, Eagle One and Tectyl products are also available through an extensive network of licensees and distributors in Benelux, Nordic, Central and Eastern Europe, the Middle East, and certain African countries.

Ashland Inc. 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.