

FOR FURTHER INFORMATION:

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

FOR IMMEDIATE RELEASE

Sept. 18, 2009

Ashland increases pressure-sensitive adhesive prices in North America

DUBLIN, Ohio – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its pressure-sensitive adhesive products in North America effective Oct. 1, 2009, or at the earliest possible time thereafter depending on individual customer contracts.

Ashland's Aroset® and Flexcryl® acrylic emulsion products will increase by 6 cents per wet pound, while Aroset acrylic solvent-based products and Adtac® rubber solvent-based products will rise by 8 cents per wet pound.

"The price increases are necessary to offset continuing cost escalation of key raw materials used to manufacture these products," said David Hatgas, director of global product management, Ashland Performance Materials, Adhesives. "Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading product 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 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 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.

-0-

®Registered trademark, Ashland or its subsidiaries