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Valvoline[™] announces expanded partnership with Los Angeles County Fire Museum

Includes Valvoline products for use in restoration projects and facility maintenance

Lexington, Ky. - Valvoline, a brand of Ashland Inc. (NYSE: ASH), today announced it has entered into a sponsorship agreement with the Los Angeles County Fire Museum. Under terms of the agreement, Valvoline will provide motor oil and chemical products for use in vehicle restoration projects and in daily facility maintenance.

The agreement is an expansion of an existing relationship formed several years ago. It includes online advertising of Valvoline products to explain how they are used in restoration projects, as well as day-to-day activities at the museum.

"The museum is supported solely by donations and sponsorships, but Valvoline is much more than a sponsor," said Joe Woyjeck, vice president of the Los Angeles County Fire Museum. "We consider them a true friend of the museum. When we perform maintenance on our vintage fire apparatus, whether it is a steam fire engine from the 1800s or our Squad 51, we only use the best products. The public knows they can count on our firefighters and paramedics, and we know we can count on Valvoline products too."

The non-profit County of Los Angeles Fire Museum captures the history of vintage fire equipment and the firefighters who served on them by restoring the trucks and putting them on public display. It is home to a collection of over 60 antique fire engines, including those pulled to fires by men, numerous horse-drawn steam fire engines, and Los Angeles County Fire Department equipment dating back to the 1920s.

"This relationship is a natural fit for Valvoline and the Los Angeles County Fire Museum," said Rob Clendening, senior brand manager of global brands for Valvoline. "The museum is run by highly skilled car guys with whom any do-it-yourselfer in America could relate, but who also happen to be full-time firefighters and experts at restoring amazing pieces of machinery. The fun part is they used Valvoline products long before we found each other, so it feels like we've always had a relationship with them."

To learn more about the Los Angeles County Fire Museum or restoration work in progress, visit lacountyfiremuseum.com.

About Valvoline

Valvoline, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists longer than any other motor oil. In addition to commercial and industrial lubricants, the Valvoline family of products includes Eagle One[™] appearance products, Car Brite[™] car restoration products, Zerex[™] antifreeze, SynPower[™] performance products, MaxLife[™] products create higher-mileage engines, and NextGen[™] motor oil created with 50 percent recycled oil. With nearly 900 locations throughout the United States, Valvoline Instant Oil ChangeSM is a leader in serving the quick lube market.

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