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Valvoline unveils new retail packaging for EMEA

BARENDRECHT, Netherlands – A bolder look and feel will now greet consumers of Valvoline™ branded products sold across Europe, the Middle East and Africa (EMEA). Valvoline International Inc., an affiliate of Ashland Consumer Markets, a commercial unit of Ashland Inc. (NYSE: ASH), is launching a new shelf identity for its premium passenger car and heavy-duty lubricants and gear oils sold in one-, four- and five-liter packaging in the EMEA region.

The new labels feature a product benefits section, as well as prominent placement of the Valvoline logo. In addition to vibrant metallic colors, the new bottles are easier to pour with unique, ergonomically designed handles. Conversion to the new packaging, a global standard for Valvoline products, will begin with select EMEA inventories in summer 2010 and is targeted to be completed by the end of the calendar year.

“The high-performance Valvoline brand extends beyond the formulation of our products,” said Wil Jochems, Valvoline product manager for EMEA. “With more than 140 years of product development history, we looked at the needs of the market and our channel partners in the region and developed innovative new packaging that complements our next-generation lubricant technologies.”

“The new packaging introduction is part of an aggressive campaign to connect further with consumers and increase the visibility of the Valvoline brand in the EMEA region” said Paul Taylor, Valvoline marketing manager for EMEA. “We also developed the new packaging to make it easier for consumers to select the right products.”

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 Germany, Poland, Spain, South Africa, United Arab Emirates and the United Kingdom. Valvoline, Eagle One and Tectyl products also are available through an extensive network of licensees and distributors throughout Europe, the Middle East and Africa. For more information on availability and ordering of Valvoline high-performance products in the region, please visit www.valvolineurope.com.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential 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.

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