



August 7, 2012

Ashland names Shana'a to lead technology and growth strategy for Ashland Specialty Ingredients

Responsible for global research teams and centers

WILMINGTON, Del., Aug. 7, 2012 – Dr. May Shana'a has been named group vice president, Technology and Growth Strategy, for Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE:ASH). The announcement was made by John E. Panichella, senior vice president, Ashland Inc. and president, Ashland Specialty Ingredients, to whom she will report.

Shana'a will be responsible for leading Ashland Specialty Ingredients' global research and development (R&D) and applications capabilities, with direct operational responsibility for the unit's global research and technical centers. In addition, Shana'a will be responsible for business development, including leading the strategic growth plan for the business.

"With May's leadership and distinguished qualifications, I am confident we will be able to drive our application expertise even closer to the customer and continue our focus on solving their unique formulation challenges," said Panichella. "We look forward to the perspective and experience May brings to this role as she leads the aggressive growth strategy for our new product innovations."

Shana'a most recently served as global vice president, Skin Care and Portfolio Management at Johnson & Johnson, where she also held the role of vice president, R&D, global beauty care. In this role, Shana'a was involved in more than 200 product launches per year targeting the skin, hair and deodorant markets. Prior to Johnson & Johnson, Shana'a spent more than 18 years at Unilever in skin care, laundry and home care in the UK, U.S. and Italy, where she was vice president of R&D home care. In 2002, she received Brandweek's "Marketer of the Year" award for the successful launch of Dove* Nutrium* Bar & Body Wash. Shana'a earned her master's degree in analytical science and her doctorate in chemistry from the University of Hull in the U.K.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including [personal care](#), [pharmaceutical](#), [food and beverage](#), [coatings](#) and [energy](#). Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

About Ashland

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.

* Trademark owned by a third party

– 0 –

FOR FURTHER INFORMATION:

Ashland Specialty Ingredients
Media Relations
Richard Ruberti
+1 (302) 594-6850
rrruberti@ashland.com