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Ashland Inc. announces global price increase for hydroxyethylcellulose

WILMINGTON, Del. - Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its portfolio of hydroxyethylcellulose products 5 percent globally effective August 1, 2014, or as contracts allow.

Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading support that add value for customers.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients is the #1 global producer of cellulose ethers and a global leader in vinyl pyrrolidones. It offers industry-leading products, technologies and resources for solving formulation and product-performance challenges. Using natural, synthetic and semisynthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, as well as acrylic and polyurethane-based adhesives, Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications. Key customers include: pharmaceutical companies; makers of personal care products, food and beverages; manufacturers of paint, coatings and construction materials; packaging and converting; and oilfield service companies. Visit ashland.com to learn more.

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 ashland.com to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Valvoline.

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FOR FURTHER INFORMATION:

Ashland Specialty Ingredients

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