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## Ashland Water Technologies to feature latest advancements at VGB Conference 2012

SCHAFFHAUSEN, Switzerland - Ashland Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), will share its latest developments in water treatment chemistries for the power generation industry at the VGB Conference - Chemistry in Power Plants 2012. The event will take place in Hamburg, Germany, October 23-25.

Ashland will showcase two of its latest product introductions.

**Generox™ CSR Chlorine Dioxide Generation System** Ashland has decades of experience using chlorine dioxide in both process and water applications, including cooling towers, once-through systems, potable water, process water and wastewater. This patented system for producing chlorine dioxide at the customer's site has a unique design that provides customers with a safer and more efficient way to generate chlorine dioxide onsite.

**Syn3rgy™ performance treatment program** Comprised of Ashland's patented PerformMax™-S scale inhibitors and OnGuard™ 3S fouling analyzer, the innovative Syn3rgy performance treatment program effectively protects cooling and self scaling water systems from a variety of scales, including calcium carbonate, calcium sulfate and calcium phosphate. The Syn3rgy program is an excellent alternative to conventional scale control programs as it provides continuous, real-time monitoring of scale buildup and employs chemistries with exceptional stabilization and dispersion properties to address scale formation. In numerous commercial applications, the program has been shown to significantly improve system performance and reduce overall operating costs.

"We look forward to presenting our new advances at the VGB Conference," said Frank Mueller, key account manager, Ashland Water Technologies. "This event provides us the opportunity to meet with customers and showcase the solutions we bring to the power industry."

Ashland Water Technologies is a leading global producer of papermaking chemicals and a leading specialty chemical supplier to the pulp, mining, food and beverage, paper, chemical processing, general manufacturing, institutional and municipal markets. Its process, utility and functional chemistries are used to improve operational efficiencies, enhance product quality, protect plant assets and help ensure environmental compliance.

### About Ashland Inc.

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](http://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.

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### FOR FURTHER INFORMATION:

Gillian Davies  
+44-151-424-5136  
[gedavies@ashland.com](mailto:gedavies@ashland.com)

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