



July 14, 2010

## **Ashland raising prices of foam control products**

WILMINGTON, Del. – Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its Combizell™ and Culminal™ methylcellulose products effective July 15, or as contracts allow. The price increase vary between 5 and 10 percent depending upon local market conditions.

This global price adjustment is necessary to offset the recent cost increases stemming from regulatory and key raw material pricing pressures. Ashland continues to invest in productivity improvements to help mitigate rising costs. Responding to changing market conditions allows Ashland to improve capacity and product innovation to support customer growth.

Ashland Aqualon Functional Ingredients is a leading producer of hydrocolloids, primarily cellulose ethers, worldwide. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems including rheology control, water retention, bonding strength, film formation, conditioning, deposition and stabilization. Many of its products – used in paint and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries – are derived from renewable and natural raw materials.

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](http://www.ashland.com).

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