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Valvoline™ announces partnership with British Touring Car Championship (BTCC) driver Matt Neal

BARENDRECHT, the Netherlands - Ashland Consumer Markets, a commercial unit of Ashland Inc. (NYSE:ASH) today announced it has entered into a sponsorship agreement with three-time champion BTCC race driver Matt Neal. Through this partnership, Valvoline™ looks forward to reinforcing its brand values by connecting with a brand ambassador in the racing world who shares the same passion for unsurpassed performance.

"The Valvoline brand stands for superior quality and sustained performance under extreme conditions and as the leading independent automotive lubricant specialist, we strive to demonstrate this through key motorsport activities," said Dr. Simon Cupples, Valvoline managing director of strategic accounts and affiliate business units. "The BTCC program with Honda UK and Team Dynamics along with our partnership with Matt Neal is an excellent platform to share with our customers and consumers the benefits of Valvoline's leading lubricant and chemicals technology."

Matt Neal's racing success includes winning the BTCC Independents' Trophy in 1993, followed by three additional trophy wins in 1995, 1999, and 2000. In 2005 he took home the Dunlop MSA British Touring Car Drivers' Championship. This win was repeated in 2006 and 2011, making him the top performing driver in the British Touring Car Championship.

As part of the sponsorship agreement, Matt Neal will be a Valvoline brand ambassador in the UK for several marketing campaigns. The Honda Civic team, which includes Matt and teammate Gordon 'Flash' Shedden who race for the Honda Yuasa Racing team, is already demonstrating the performance benefits of utilizing Valvoline products as critical components of their race engineering approach.

"The appointment of Matt Neal as brand ambassador for Valvoline embodies all that is exciting about our business," added Tony Lowe, Valvoline country manager in the UK. "Matt is a hands-on professional, who is engaged in all key elements of Team Dynamics race team from vehicle preparation to business development.

"I'm very proud to be a brand ambassador for Valvoline in the UK," said Matt Neal, three time British Touring Car Champion. "The Valvoline brand is synonymous with motorsports. It is recognized throughout the world for quality and reliability, which are two virtues that are extremely important in racing and values that I certainly have always respected in my career. I am really excited about our partnership and representing the Valvoline brand in both the motorsports and business arenas. We are actively utilizing Valvoline products in our Honda Yuasa Touring Car program and look forward to a long and mutually beneficial relationship."

The Valvoline brand is launching an 'Everything Honda' campaign, which is open to current and future customers. For more information on the campaign and instructions on how to participate, go to the Valvoline Europe Facebook page at www.facebook.com/valvolineeurope. One lucky winner will receive a Valvoline edition Honda Scooter signed by Matt Neal. Entrants must be 18 years of age and older to participate. For rules, please visit www.valvolineeurope.com or www.facebook.com/valvolineeurope. The campaign runs from July 1, 2013, to August 30, 2013.

For more information, visit www.valvolineeurope.com.

About Ashland Consumer Markets

Ashland Consumer Markets is a leading, worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants and car-care products. It markets Valvoline lubricants and automotive chemicals; Max Life™ lubricants for cars with higher mileage engines; NextGen™ motor oil, created with 50 percent recycled, re-refined oil; SynPower™ synthetic motor oil, and automotive appearance products. Key customers include retail auto parts stores and mass merchandisers who sell to consumers; installers, such as car dealers, repair shops and quick lubes; commercial fleets; and distributors.

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 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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