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## Valvoline Instant Oil Change<sup>SM</sup> service centers in 13 states offer PINK wipers for Breast Cancer Awareness

### October sales of PINK wipers help promote awareness and provide funds for National Breast Cancer Foundation

Lexington, Ky. - Valvoline Instant Oil Change<sup>SM</sup>, the nation's second-largest quick-lube chain, and its largest franchisee Henley Enterprises, Inc., have partnered with AutoTex PINK, to raise funds and increase awareness for the National Breast Cancer Foundation. During October, which is Breast Cancer Awareness Month, AutoTex PINK wipers are available at nearly 240 Valvoline Instant Oil Change locations in 13 states.

"This is the second year that Henley has sold PINK wipers in support of the National Breast Cancer Foundation," said Rob Stravitz, vice president of marketing for Valvoline Instant Oil Change. "We are excited to expand the Go Pink for Breast Cancer campaign into our Valvoline Instant Oil Change stores in the St. Louis market and to help raise money and breast cancer awareness."

AutoTex PINK wiper blades are premium, OEM quality blades that fit over 98% of current vehicles on the road. These quality windshield wiper blades come in a traditional black metal frame with a small pink ribbon to denote the cause (available at all locations except in the St. Louis market) and in full pink color for those who wish to make a bolder statement (available at all locations). A portion of the proceeds from each sale is donated by AutoTex PINK to the National Breast Cancer Foundation.

For a list of all participating Valvoline Instant Oil Change locations with AutoTex PINK wiper blades, visit [vioc.com/pink](http://vioc.com/pink).

In 2012, Henley Enterprises donated \$10,000 to the National Breast Cancer Foundation. This year, Valvoline Instant Oil Change and its largest franchisee Henley Enterprises anticipate a collective donation of \$20,000.

AutoTex PINK is a brand of parent company WEXCO Industries, which ranks among the nation's leading global suppliers of windshield wipers.

Valvoline Instant Oil Change service centers provide a stay-in-your-car solution for preventive maintenance needs including full-service oil change, transmission, radiator, gearbox and air-conditioning services, tire rotation, wiper blade, air filter, light bulb and serpentine belt replacement. Select locations also offer fuel system and battery services.

#### **About Valvoline Instant Oil Change**

Valvoline®, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists longer than any other motor oil. In addition to commercial and industrial lubricants, the Valvoline family of products includes Eagle One™ appearance products, Car Brite™ car restoration products, Zerex™ antifreeze, SynPower™ performance products, MaxLife™ products create higher-mileage engines, and NextGen™ motor oil created with 50 percent recycled, refined oil. With approximately 900 locations throughout the United States, Valvoline Instant Oil Change<sup>SM</sup> is a leader in serving the quick-lube market, and is looking for franchisee partners to establish a presence for the brand in markets across the country. For more information, visit [vioc.com](http://vioc.com).

#### **About Henley Enterprises, Inc.**

Henley Enterprises, Inc. opened the first franchised Valvoline Instant Oil Change service center in 1989. CEO and co-founder Don Smith developed the company specifically to operate Valvoline Instant Oil Change facilities under franchise agreements with Valvoline Instant Oil Change Franchising, Inc., a subsidiary of Kentucky-based Ashland Inc. (NYSE: ASH). As of September 2013, the Henley Companies operate 195 VIOC franchise locations spread among the following states: California, Delaware, Florida, Michigan, Massachusetts, Maryland, New Hampshire, New Jersey, Ohio, Pennsylvania, Rhode Island, and Virginia.

#### **About AutoTex PINK**

AutoTex PINK is a division of WEXCO Industries, Inc., a certified WBENC (Women's Business Enterprise National Council) company that is one of the nation's leading global supplier of OEM quality windshield wiper blades, auto parts and accessories. A portion of the sales of AutoTex PINK windshield wiper blades goes to the National Breast Cancer Foundation and the Breast Cancer Society of Canada. For more information, visit [autotexpink.com](http://autotexpink.com) or call 800.692.3962.

#### **About the National Breast Cancer Foundation, Inc.(R)**

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for nine years, NBCF provides women help for today and hope for tomorrow through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit [nbcf.org](http://nbcf.org).

<sup>TM</sup>Trademark, Ashland or its subsidiaries, registered in various countries

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