



November 16, 2010

Ashland to increase global prices of Natrosol® hydroxyethylcellulose

WILMINGTON, Del. – Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its Natrosol® hydroxyethylcellulose products by 8 percent effective March 1, or as contracts allow.

The price increase is necessary to offset the recent cost increases of key raw materials used to manufacture hydroxyethylcellulose. Responding to changing market conditions allows Ashland to continue to invest in new capacity and product innovation.

Ashland Aqualon Functional Ingredients is the global leader in the production of products that manage the physical properties of aqueous and non-aqueous systems. Our products perform in a variety of applications including thickening and rheology control, water retention, adhesive strength, binding power, film formation, conditioning and deposition, colloid stabilization, suspending, and emulsifying action.

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.

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