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## **Ashland Hercules Water Technologies to increase prices in North America**

WILMINGTON, Del. — Ashland Hercules Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), will increase prices immediately for its portfolio of polyacrylamide chemistries sold in North America by a minimum of 5 to 15 percent, or as contracts allow. In addition, other Water Technologies treatment products will realize an increase of 7 to 15 percent. This increase is in addition to the November action taken to manage increased costs.

A persistent increase in raw material prices is driving this price increase. “Steep escalation of several critical raw materials, energy and transportation costs make these increases necessary. We will continue to work in partnership with our customers to help mitigate these increases,” said Guy West, vice president, commercial, for Ashland Hercules Water Technologies. “Responding to changing market conditions enables us to continue our industry-leading product support and deliver value to our customers.”

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

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, 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 five commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution.