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Ashland to increase global prices of hydroxyethylcellulose

WILMINGTON, Del. - Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its industrial hydroxyethylcellulose (HEC) product lines globally. Prices will increase by 7 to 10 percent, depending on grade and region, effective for shipments after July 1, 2014, or as contracts allow. This price increase is necessary for continued investment to support our customers' growth.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

About Ashland

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 Valvoline.

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FOR FURTHER INFORMATION:

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