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Valvoline™ brand announces partnership with FIA World Touring Car Championship (WTCC) driver Tom Coronel

Signs agreement with successful Dutch race car driver and launches "Win with Valvoline" Facebook campaign in Europe

BARENDRECHT, the Netherlands - Ashland Consumer Markets, a commercial unit of Ashland Inc. (NYSE: ASH), today announced it has entered into a sponsorship agreement with successful Dutch WTCC driver Tom Coronel. With this partnership, the Valvoline team looks forward to reinforcing its brand value by connecting with a brand ambassador in the racing world who shares the same vision - winning performance.

The Valvoline brand has a long track record of sponsoring prestigious racing events and successful drivers. This started with a Valvoline car winning the very first auto racing event in the United States in Chicago in 1895 and continued with its Formula One sponsorship in the 1970s. Today, the Valvoline brand is involved with NASCAR. In 2012, the company signed a multi-year partnership with the fast-growing FIA World Touring Car Championship, returning the Valvoline name to the international racing spotlight.

"The Valvoline brand stands for superior quality and top performance under extreme conditions. We want to not only deliver good quality to our customers, but also the best quality," said Frank Rouwens, vice president, global strategy & business development at Valvoline.

"The sponsorship agreement with Tom Coronel of Roal Motorsport BMW race team is a logical expansion of this initiative, increasing Valvoline's brand exposure and association with a driver that has a long track record of top racing performance," added Rogier van Vlijmen, head of Valvoline marketing services in Europe.

Coronel's racing successes include winning the Marlboro Masters of Formula 3 race in 1997, the Formula Nippon championship in 1999, and the World Touring Car Championship Independents' Trophy in 2006 and 2009.

As part of the sponsorship agreement, Coronel will race a Valvoline-branded BMW 320TC. He'll use SynPower™ synthetic motor engine oil products and Valvoline car care products in his car during all FIA WTCC races.

"I have known the Valvoline name for a long time and we share the same passion for motorsports. Valvoline is an A-brand with a rich heritage within motorsports and several world championships. Having the Valvoline brand as a partner gives me even more drive to be more successful and compete for the World Championship with the FIA WTCC," said Coronel.

To show its commitment to its customers, the Valvoline brand is launching the "Win with Valvoline" campaign. To participate, go to our corporate Valvoline Europe Facebook page at www.facebook.com/valvolineeurope and share your best snapshot of yourself using a Valvoline branded product. The lucky winner will experience an exclusive weekend as Valvoline brand's VIP guest at the WTCC Race of Austria. The prize includes flights, hotel, transportation and a Meet & Greet with Valvoline driver Tom Coronel. The second prize will be a limited edition Valvoline FIA WTCC TW Steel watch. Entrants must be 18 years old to participate. For rules, please visit www.valvolineeurope.com or www.facebook.com/valvolineeurope. Campaign expires on April 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 Eagle One™ and automotive appearance products; and antifreeze. 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

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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