

News Release



FOR IMMEDIATE RELEASE

March 27, 2014

Valvoline Instant Oil ChangeSM adds six new locations in Greater Louisville

Kentucky-based quick lube leader's aggressive expansion tied to area's economic growth and infrastructure revitalization

Louisville, Ky. – Greater Louisville's recent economic growth and commitment to build and repair roads and bridges means more traffic and demand for automotive services. That's why Kentucky-based Valvoline Instant Oil ChangeSM, the nation's second-largest quick lube chain, has recently expanded with one new and five recently acquired locations in Greater Louisville. These include two in Kentucky in Shepherdsville and Brandenburg, and four in Indiana in Jeffersonville, New Albany, Corydon and Madison.

"Valvoline Instant Oil Change calls Kentucky home. We're based in Lexington and have nearly 70 oil change centers throughout the state. We targeted the Louisville market for expansion because this is a vibrant area. Businesses here are growing and hiring and that means more drivers on the roads who need their cars serviced," says Michael Middleton, Louisville area manager for Valvoline Instant Oil Change. "The area is a hub for health care, food services, logistics distribution and auto manufacturing, making it an attractive region for additional quick lube service from a brand they trust."

Five of the new Valvoline Instant Oil Change locations are part of an acquisition – Brandenburg, Jeffersonville, New Albany, Corydon and Madison. The Shepherdsville store is a brand new Valvoline Instant Oil Change facility, built from the ground up. In an industry where customers demand industry-leading service and value with high-quality products and a brand they know and trust, Valvoline Instant Oil Change offers a superior customer model and experience. The company prides itself on expertly trained technicians and a proprietary point-of-sale system that ensures customers get thorough service by suggesting preventative maintenance to avoid costly and inconvenient breakdowns.

Valvoline Instant Oil Change, based in Lexington, Ky., is a business unit of Valvoline, a commercial unit of Ashland Inc. (NYSE:ASH). The company currently has more than 900 centers in the U.S. with 639 franchised and 270 company-owned locations. The six new service centers in the Louisville area are company-owned. 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, wiper blade, air filter, light bulb and serpentine belt replacement. Most locations also offer tire rotation, fuel system and battery services.

Since 1866, Valvoline motor oil has fueled U.S. history from the steam engines of the 1800s to NASCAR champion racers and the high performance vehicles we drive today. The company

started franchising Valvoline Instant Oil Change locations in 1988 and continues on a fast track of growth with the expansion in Louisville.

About Valvoline Instant Oil Change

Valvoline™, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists for more than 140 years. 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 created for higher-mileage engines, and NextGen™ motor oil created with 50 percent recycled, re-refined oil. With more than 900 locations throughout the United States, Valvoline Instant Oil ChangeSM 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 a list of all Valvoline Instant Oil Change service center locations and hours of operations, visit vioc.com.

###

TMTrademark, Ashland or its subsidiaries, registered in various countries

SMService mark, Ashland or its subsidiaries, registered in various countries

FOR FURTHER INFORMATION:

Brian Hugins

(919) 459-8165

bhugins@919marketing.com

Tammy Delgado

(954) 829-9189

tdelgado@919marketing.com