



August 31, 2010

Ashland to increase UPR and VER resin and gelcoat prices for EMEA

BARCELONA, Spain – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its complete portfolio of unsaturated polyester resins (UPR), vinyl ester resins (VER) and gelcoats sold in Europe, the Middle East and Africa (EMEA) by 100 euros per ton effective Jan. 1, 2011, or at the earliest possible time depending on individual customer contracts.

The price increase is primarily driven by the continued escalation in costs for key raw materials. Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading support that add value for customers.

Ashland Performance Materials is the global leader in unsaturated polyester resins and epoxy vinyl ester resins. In addition, it provides customers with leading technologies in gelcoats, pressure-sensitive and structural adhesives.

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 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.

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