



October 3, 2012

Ashland to introduce latest advancements for pulp and paper at PAP-FOR Russia 2012

SCHAFFHAUSEN, Switzerland - As the number-one global supplier of specialty papermaking chemicals, Ashland Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), continues to drive advancements in the pulp and paper industry through innovative new process, utility and functional chemistries, as well as state-of-the-art equipment solutions.

During the upcoming PAP-FOR Russia 2012 exhibition at Lenexpo in Saint Petersburg, Russia, from Oct. 30 - Nov. 2, Ashland pulp and paper experts will be available at stand 7C26 to provide visitors with insights and examples on how Ashland's innovations are helping improve operational efficiencies, enhance product quality, protect plant assets or minimize environmental impact. These innovative equipment and chemical solutions include:

- **OnGuard™ monitoring and control system** that provides water treatment and process system assurance 24 hours a day, 365 days a year, by automatically collecting system performance data and using statistical process control (SPC) and statistical quality control (SQC) tools to help drive program optimization and improvement.
- **Hercobond™ strength technologies** that boost packaging performance and deliver cost savings to your bottom line.
- **PerForm™ retention programs** which include Ashland's new PerForm VMax mixing and injection system that can help dramatically reduce fresh water use and reduce energy consumption at facilities.
- **OptiFill™ high ash program** that is setting new standards in improved sheet quality and operational flexibility.

For pulp and recovery, Ashland is introducing **Advantage™ BN NexGen defoamers** designed to improve washing efficiency and pulp cleanliness while reducing chemical consumption and **Infinity™ SL scale inhibitors** that help reduce inorganic scale build-up in pulp mill process equipment and pipelines.

For tissue, Ashland offers unique capabilities that enable tissue makers to achieve the lowest cost of ownership, while meeting or exceeding quality specifications. Featured product lines include **Crepetrol™ creping adhesives** which provide superior asset protection while extending creping blades life and **DeTac™ products** that deliver superior management of both pitch and stickies.

For converting operations, Ashland's portfolio of topical treatments that enhance the quality of the sheet will be highlighted. These treatments have demonstrated the ability to treat a 100% recycled base sheet so that hand feel is similar to premium products.

"We look forward to presenting our new product advancements at PAP-FOR," said Steve Prod, vice president, Global Marketing and Growth Verticals, Ashland Water Technologies. "This event provides us the opportunity to meet with customers and showcase the solutions we bring to the pulp and paper industry in Eastern Europe."

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

In more than 100 countries, the people of Ashland Inc. 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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