



March 21, 2011

Ashland to increase global prices of Natrosol™ hydroxyethylcellulose

WILMINGTON, Del. – Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its Natrosol™ hydroxyethylcellulose products by 10 percent effective for shipments after March 31, or as contracts allow.

This global price increase is necessary to offset the recent escalation in the costs of raw materials used in the manufacture of hydroxyethylcellulose. Costs for cellulose-based raw materials, as well as for energy and freight, have continued to increase during the past several months, resulting in a negative impact on the manufacturing economics of hydroxyethylcellulose. Implementing this price increase is necessary to ensure that investments continue to be made for this vital product area.

Ashland Aqualon Functional Ingredients is the global leader in the production of products that manage the physical properties of water-based systems. Its products perform in a variety of applications, including thickening and rheology control; water retention; adhesive strength; binding power; film formation; conditioning and deposition; colloid stabilization; suspending; and emulsifying action.

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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