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**FOR IMMEDIATE RELEASE**

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**Ashland announces resin and gelcoat price increase for EMEA**

BARCELONA, Spain – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its unsaturated polyester resins and gelcoats produced and sold in Europe, the Middle East and Africa (EMEA) by €100 per ton effective Sept. 1, 2009, or at the earliest possible time thereafter depending on individual customer contracts.

This price increase is driven by the continued rise in costs for certain key base raw materials. Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading product 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, and metal casting consumables and design services.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential needs and industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit [www.ashland.com](http://www.ashland.com).

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