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Valvoline™ brand announces partnership with British Touring Car Championship (BTCC) team

Signs sponsorship agreement with successful British Team Dynamics Motorsport Limited

BARENDRECHT, the Netherlands - Ashland Consumer Markets, a commercial unit of Ashland Inc. (NYSE: ASH), today announced it has entered into a sponsorship agreement with successful BTCC Team Dynamics Motorsport Limited. With this partnership, the Valvoline team continues to reinforce its brand value of superior quality and innovation by connecting with last year's BTCC Honda winning team.

The Valvoline brand has a long track record of sponsoring prestigious racing events and successful drivers. This started with a Valvoline car winning the very first auto racing event in the United States in Chicago in 1895 and continued with Formula One sponsorship in the 1970s. Today, the Valvoline brand is involved with NASCAR in the U.S. and the FIA World Touring Car Championship in EMEA.

"The Valvoline brand stands for superior quality and top performance under extreme conditions. We strive to deliver great quality products to our customers," said Frank Rouwens, vice president, global strategy & business development at Valvoline. "With our sponsorship with Team Dynamics Motorsport Limited, we look forward to building our Valvoline brand presence in the BTCC and increasing the brand's overall exposure to the important British market."

Honda became an official works team in the 2010 BTCC, winning both the manufacturers/constructors and teams championships. In 2011 and 2012, the team added driver wins to the package.

As part of the agreement, Team Dynamics Motorsport Limited will race two Valvoline branded Honda Civic race cars in the 2013 BTCC. Valvoline branding will also be on the two driver's suits, the garage pit linings and interview panels. In addition, the Dynamics Motorsport Limited team will use SynPower™ synthetic motor oil and performance products including Valvoline car care products in the cars during all BTCC races.

About Ashland Consumer Markets

Ashland Consumer Markets is a leading, worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants and car-care products. It markets Valvoline lubricants and automotive chemicals; Max Life™ lubricants for cars with higher mileage engines; NextGen™ motor oil, created with 50 percent recycled, re-refined oil; SynPower synthetic motor oil and Eagle One™ and automotive appearance products; and antifreeze. Key customers include retail auto parts stores and mass merchandisers who sell to consumers; installers, such as car dealers, repair shops and quick lubes; commercial fleets; and distributors.

About Ashland

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, 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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