

FOR FURTHER INFORMATION:

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FOR IMMEDIATE RELEASE

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**Valvoline Instant Oil Change®
continues Texas-size growth**

TEMPLE, Texas – Valvoline Instant Oil Change Franchising, Inc. welcomes eight new franchise locations in central Texas, recently acquired by Earl and Brenda McGoldrick, owners of McGoldrick Enterprises, a locally owned and operated business. All eight former McDos locations will soon display the well-known red, white and blue Valvoline logo. McGoldrick is now one of the largest Valvoline franchisees in Texas with nine locations.

“We are very happy to continue our partnership with the Valvoline Instant Oil Change brand because we believe their support and focus on outstanding service with dependable quality products is the right formula for customer satisfaction,” said McGoldrick. “We’re proud to extend to central Texans the benefits our local customers have come to rely upon.”

Bill Collier, vice president of franchising for Valvoline Instant Oil Change Franchising, Inc., points to the positive trend for the brand and its successful relationship with franchisees and customers. “Despite a down economy, Valvoline continues to build customer loyalty and business opportunity,” said Collier. “Thus far in 2009, we have grown by 32 franchise locations, the majority of which were competitor acquisitions.” Today, Valvoline Instant Oil Change has 259 corporate-owned locations and 592 franchise locations.

Valvoline, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists longer than any other motor oil. The Valvoline family of products includes Eagle One® appearance products, Car Brite® car restoration products, Zerex® antifreeze, SynPower® performance products, Pyroil® automotive chemicals and MaxLife® products created for higher-mileage engines. With more than 800 locations throughout the United States, Valvoline Instant Oil Change® is a leader in serving the quick-lube market.

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Valvoline Instant Oil Change continues Texas-size growth, pg. 2

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.

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® Registered trademark, Ashland or its subsidiaries

The following are the new locations of the Valvoline Instant Oil Change centers in central Texas:

Street Address:	311 East 6th Ave.
City:	Belton
County:	Bell
State:	TX
Postal Code:	76513
Street Address:	401 S. 31st Street
City:	Temple
County:	Bell
State:	TX
Postal Code:	76504
Street Address:	914 S. Twin Creek Drive
City:	Killeen
County:	Bell
State:	TX
Postal Code:	76543
Street Address:	2604 E. Veterans Memorial Blvd
City:	Killeen
County:	Bell
State:	TX
Postal Code:	76543

Street Address:	710 E. Avenue D
City:	Copperas Cove
County:	Bell
State:	TX
Postal Code:	76522
Street Address:	8638 W. Adams Ave.
City:	Temple
County:	Bell
State:	TX
Postal Code:	76502
Street Address:	1201 Willow Springs Rd.
City:	Killeen
County:	Bell
State:	TX
Postal Code:	76549
Street Address:	520 E. FM 2410
City:	Harker Heights
County:	Bell
State:	TX
Postal Code:	76548