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Valvoline Instant Oil Change® service centers highest ranked for trust and quality in 2010 Harris Poll EquiTrend* Study

LEXINGTON, Ky. – Valvoline Instant Oil Change® service centers have been named in an independent survey as the most trusted, highest quality and overall highest ranked automotive service center by global market research firm Harris Interactive. Harris Interactive, one of the world's leading custom market research firms, has tracked consumer awareness and brand perception for more than 20 years.

The finding of Valvoline Instant Oil Change as the highest ranked brand among competitors in the automotive service category comes in the annual Harris Poll EquiTrend* brand equity study, which measures more than 1,000 brands across 42 categories.

"Even in a time of economic turmoil, consumers remind us that those brands that have consistently delivered on their promise are those that are rewarded with long term equity," said Jeni Lee Chapman, executive vice president, global brand and communication consulting at Harris Interactive. "It's been a tough year for marketers as they carefully manage their brand investments and strive to protect their long term equity. The EquiTrend data indicates consistency and strength, despite the recession, for those brands that have not wavered from their promise."

"Historically, our industry has had its challenges when it comes to winning the trust of drivers," says Tony Puckett, president, Valvoline Instant Oil Change. "That challenge makes this EquiTrend ranking especially significant as it demonstrates our team's commitment to providing a high-quality experience for our customers each time they enter our service centers."

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Valvoline Instant Oil Change ranks number one in Harris poll, pg. 2

This year's EquiTrend study was conducted online among 19,708 U.S. consumers ages 15 and over between January 12 and 21, 2010. Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over on the basis of age sex, education, race/ethnicity, region, and income, and data from respondents ages 18 and over were also weighted for their propensity to be online. These statements conform to the principles of disclosure of the National Council on Public Polls.

About Valvoline

Valvoline, a brand of Ashland Inc., 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 and MaxLife[®] products created for higher-mileage engines. With more than 850 locations throughout the United States, [Valvoline Instant Oil Change[®]](#) is a leader in serving the quick lube market. To find a center near you, please visit <http://www.vioc.com/>.

About Ashland

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential 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 <http://www.ashland.com/>.

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