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FOR IMMEDIATE RELEASE

Oct. 1, 2009

Prista Oil Group named official Valvoline® products distributor in Central and Eastern Europe

BARENDRECHT, Netherlands – Valvoline International Inc., an affiliate of Ashland Consumer Markets, a commercial unit of Ashland Inc. (NYSE: ASH), announces that Prista Oil Group will distribute Valvoline® products in Central Eastern Europe (CEE).

Effective Oct. 1, 2009, Prista Oil Group becomes an authorized distributor for the complete line of Valvoline high-performance lubricants, automotive chemicals and car care products, and will supply customers in Albania, Bosnia and Herzegovina, Bulgaria, Czech Republic, Croatia, Hungary, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovak Republic and Slovenia.

“This agreement represents a major step forward in improving our supply and delivery capabilities for customers in this fast-growth market,” says Dean Doza, vice president and general manager of Valvoline for Europe, Middle East and Africa (EMEA). “Through Prista’s experience and logistics network in CEE, we can assure the continued availability of our comprehensive range of Valvoline products and services to automotive workshops, fleet owners, industrial and retail customers in the region.”

“It is a privilege and honor for us to partner with Valvoline, the oldest lubricant brand in the world,” said Plamen Bobokov, CEO of Prista Oil Group. “I truly believe such cooperation, which combines the industry experience and technical knowledge of

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Valvoline with the energy and youth of the fast-growing Prista Oil organization, will directly contribute to a high quality of service and excellent relationships with our partners. I am very confident in this opportunity to bring added value for the customers of Prista and Valvoline in Central and Eastern Europe and, at the same time, to secure the companies' growth in the region."

For more information on availability and ordering of Valvoline high-performance products in the region, please contact the appropriate distributor representative below:

Bulgaria

Prista Oil Holding EAD
20 Zlaten rog Str., Sofia, Bulgaria
tel: +3 59 2 9 62 01 10
office@prista-oil.bg
73 Borisova Str., Ruse, Bulgaria
tel: +3 59 82 81 51 50
Detelina.krasteva@prista-oil.bg

**Albania, Bosnia and Herzegovina, Croatia, Slovenia,
Kosovo, Montenegro and Serbia**

Prista Oil AD
Goce Delceva 34 b, Belgrad, Serbia
tel: +3 81 11 31 96 683
office@prista-oil.rs

Macedonia

Prista Oil DOOEL
Leninova 60/2-4 1000, Skopj, Macedonia
tel: +389 2 3109 089
prista@pristaoil-skopje.com.mk

Romania

Prista Oil Romania SA, Romania
Costache Negrii 2, etajul 2-3, sector 5, Bucuresti, Romania
tel: +4021 411 55 15
office@prista-oil.ro

Czech Republic and Slovak Republic

Prista Oil Slovakia, s.r.o.,
Stredná 7, Komárno, Slovakia
tel: +421 35 77 33 555
info@prista.sk

Hungary

Prista Oil Hungary Kft
Sóskúti St. 1., Tárnok, Hungary

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About Valvoline

Valvoline, a brand of Ashland Inc., has been serving motorists longer than any other motor oil. In Europe, Valvoline-branded lubricants and chemicals, Eagle One® automotive appearance products, and Tectyl® rust preventives are marketed and sold through company-owned operations in Germany, Poland, Spain, and the United Kingdom. Valvoline, Eagle One and Tectyl products also are available through an extensive network of licensees and distributors throughout Europe, the Middle East and Africa.

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.

About Prista Oil Group

Prista Oil Group is a holding company with activities focused in two distinct areas – batteries (Monbat AD, listed on Sofia Stock Exchange) and lubricants, developed by Prista Oil Holding EAD. Prista Oil is also involved in trading and transshipment of base oils operated by Staroil. Over the last 14 years, the company has developed business relations with partners in more than 20 countries in Eastern Europe, Middle East and North Africa where its market share in the separate countries ranges between 5% and 55%. As one of the largest lubricants producers in East Europe - Prista Oil Group has sold more than 178,000 MT of oils and more than 2,828,000 battery units.

Prista Oil's production facilities are set up and developed following the state-of-the-art and innovative technologies as a result of company-owned research and development activities, as well as with the cooperation of world-leading companies in the lubricants and chemical industries, such as Ashland (Valvoline), Chevron Global Lubricants, ERGON Europe MEA, GreenChem etc. Prista Oil has its own blending plants in Bulgaria and Turkey where it produces engine, transmission and industrial oils, greases, automotive fluids and car-care products. To learn more about Prista Oil Holding EAD, visit: www.prista-oil.com

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