



## Video: Valvoline(R) Launches Unprecedented Engine Guarantee

### --Industry-First 300,000 Mile Engine Guarantee Cuts Through Technical Claims

LEXINGTON, Ky., June 4, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The motor oil category has seldom been home to bold, game-changing moves. Valvoline(R) is breaking from tradition with an innovative offer that is without precedent in the automotive aftermarket. Register your vehicle at [valvoline.com](http://valvoline.com), use Valvoline motor oil regularly, and your engine can be guaranteed - up to an industry-shattering 300,000 miles.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/valvoline/38578/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090604/NY27452> )

Amid a number of confusing and convoluted claims, the Valvoline Engine Guarantee stands in contrast, speaking directly to what vehicle owners care about most - staying on the road. It's no surprise that the maker of the world's first engine oil is now offering the world's first 300,000-mile engine guarantee.

"We're putting our money where our mouth is," said Sam Mitchell, president, Ashland Consumer Markets (Valvoline). "We want to keep people on the road. Period. Vehicles that use Valvoline continue to perform. We have the utmost confidence in our products, so we're excited to now offer this best-in-class guarantee."

Drivers can register to participate in the Valvoline Engine Guarantee program via a simple three-step process at [valvoline.com](http://valvoline.com). Vehicles are eligible to be registered only before reaching 75,000 miles. For detailed benefits and limitations of the Valvoline Engine Guarantee, visit [valvoline.com](http://valvoline.com).

Participants can choose to opt-in to the Valvoline Engine Guarantee program at various levels: for instance, use [Valvoline Premium Conventional](#) motor oil for a guarantee up to 150,000 miles; [MaxLife\(R\)](#) or [DuraBlend\(R\)](#) motor oils for a guarantee up to 225,000 miles; and, for maximum protection and a guarantee up to 300,000 miles, use [SynPower\(R\) Full Synthetic](#) or [MaxLife\(R\) Full Synthetic](#) motor oils.

#### 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(R) appearance products, Car Brite(R) car restoration products, Zerex(R) antifreeze, SynPower(R) performance products, Pyroil(R) automotive chemicals and MaxLife(R) products created for higher-mileage engines. With more than 800 locations throughout the United States, Valvoline Instant Oil Change(R) is a leader in serving the quick lube market.

#### About Ashland

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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<http://www.valvoline.com>

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