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FOR IMMEDIATE RELEASE

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**Zerex® introduces first coolant
designed for Asian nameplate vehicles**

LEXINGTON, Ky. – Zerex® today announced the first aftermarket coolant in the United States developed to meet the specific needs of consumers with Asian nameplate vehicles, including Toyota, Nissan, Hyundai, Honda and others. This new antifreeze is specially formulated to provide maximum protection for the needs of more than 60 million vehicles on the road today.

“This is welcome news for the automotive aftermarket,” said Neal Pankey, Zerex marketing manager. “Asian brand vehicles are being built with unique and exotic metal alloys and gasket materials that must hold up to more heat and pressure than ever before. Fluid compatibility for these engines and cooling systems is extremely important. And, until now, owners of these import brands had very few options. Now, Zerex offers an affordable choice that is specifically suited for their engines and is guaranteed to protect the cooling system for five years or 150,000 miles.”

“Asian manufacturers have long rejected conventional silicate-based coolants and universal Organic Acid Technology (OAT) formulas for their cooling systems,” said Dr. David Turcotte, Zerex technical director. “Today, all Asian manufacturers are using silicate-free coolants based on phosphated hybrid organic acid technology (p-HOAT). Zerex now offers a sophisticated p-HOAT formula that provides superior protection for late-model Asian vehicles and is compatible with all Asian factory-fill coolants on the market today.”

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Zerex is the only brand of coolant technology approved for GM, Ford, and Chrysler. Zerex® Asian Vehicle Coolant, Zerex DEX-COOL, Zerex® G-05 and other products are also used in factory-fill applications for European and Asian manufacturers. For more information about Zerex® Asian Vehicle Coolant, visit www.zerex.com or contact Neal Pankey, Zerex marketing manager, at 859-357-7304 or anpankey@ashland.com.

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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