



June 9, 2010

Local Valvoline Instant Oil Change Center to Host National “Oil Olympics” Challenge on June 13

LEXINGTON, Ky. – Let the games begin! Valvoline Instant Oil Change will host their “Oil Olympics” employee challenge on Sunday, June 13, at the St. Louis-based service center located at 1310 Triad Center Dr., St. Peters, Mo.

This national competition brings 16 Valvoline best-of-the-best service teams together from different markets to compete against one another to determine who is the fastest and most accurate at providing oil changes. The winning team will receive national recognition as well as an all-expense-paid vacation for each team member and a guest to the Atlantis resort on Paradise Island.

“Oil changes are part of our core service offering, so we like to do all we can to ensure our team has it down to a science,” said Tony Puckett, president, Valvoline Instant Oil Change. “Making sure our customers get the car service they need and deserve is always a top priority, and if we can incorporate some fun and friendly competition into the process, all the better.”

And the competition seems to be paying off, as Valvoline Instant Oil Change centers were the highest ranked for trust and quality as part of the national The Harris Poll* 2010 EquiTrend* study. Each year the study measures more than 1,000 brands across 42 categories.

The competition will take place from 8 a.m. - 3 p.m. CST. For more information on Valvoline Instant Oil Change or to locate a service center near you, please visit <http://www.vioc.com/>.

Valvoline® motor oil, 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.

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/>.

-0-

® Registered trademark, Ashland or its subsidiaries

* Trademark owned by a third party