

News Release



FOR IMMEDIATE RELEASE

October 1, 2014

Valvoline Instant Oil ChangeSM service centers in 12 states offer AutoTex PINK wipers for Breast Cancer Awareness ***October sales of AutoTex PINK wipers help promote awareness and provide funds for National Breast Cancer Foundation***

Newton, MA – Henley Enterprises, Inc., the largest franchisee of **Valvoline Instant Oil ChangeSM**, has partnered with AutoTex PINK, to raise funds and increase awareness for the National Breast Cancer Foundation Inc. During October, which is Breast Cancer Awareness Month, AutoTex PINK wipers are available at nearly 200 participating Valvoline Instant Oil Change locations in 12 states.

Now in its third year, the campaign has raised more than \$33,000 for the National Breast Cancer Foundation.

AutoTex PINK wiper blades are premium, OEM quality blades that fit over 99% of current vehicles on the road. These quality windshield wiper blades come in a traditional black metal frame with a small pink ribbon to denote the cause and in full pink color for those who wish to make a bolder statement.

For a list of all participating Valvoline Instant Oil Change locations with AutoTex PINK wiper blades, visit viocpink.com.

At the conclusion of the October campaign, all Henley-operated Valvoline Instant Oil Change locations will make a donation to the National Breast Cancer Foundation in connection with the AutoTex PINK wiper campaign.

AutoTex PINK is a brand of parent company WEXCO Industries, which ranks among the nation's leading global suppliers of windshield wipers.

Valvoline Instant Oil Change service centers provide a drive-thru solution for preventive maintenance needs including full-service oil change, transmission, radiator, gearbox and air-conditioning services, tire rotation, wiper blade, air filter, light bulb and serpentine belt replacement. Select locations also offer fuel system and battery services.

About Henley Enterprises, Inc.

Henley Enterprises, Inc. opened the first franchised Valvoline Instant Oil Change service center in 1989. CEO and co-founder Don Smith developed the company specifically to operate Valvoline Instant Oil Change facilities under franchise agreements with Valvoline Instant Oil Change Franchising, Inc., a subsidiary of Kentucky-based Ashland Inc. (NYSE: ASH). As of September 2013, the Henley Companies operate 197 VIOC franchise locations spread among the following states: California, Delaware, Florida, Michigan, Massachusetts, Maryland, New Hampshire, New Jersey, Ohio, Pennsylvania, Rhode Island, and Virginia.

About AutoTex PINK

AutoTex PINK is a division of WEXCO Industries, Inc., a certified WBENC (Women's Business Enterprise National Council) company that is one of the nation's leading global supplier of OEM quality windshield wiper blades, auto parts and accessories. A portion of the sales of AutoTex PINK windshield wiper blades goes to the National Breast Cancer Foundation and the Breast Cancer Society of Canada. For more information, visit autotexpink.com or call 800.692.3962.

About the National Breast Cancer Foundation, Inc.(R)

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for eight years, NBCF provides women help for today and hope for tomorrow through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit nbcf.org.

About Valvoline Instant Oil Change

Valvoline, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists longer than any other motor oil. In addition to commercial and industrial lubricants, the Valvoline family of products includes Eagle One™ appearance products, Car Brite™ car restoration products, Zerex™ antifreeze, SynPower™ performance products, MaxLife™ products created for higher-mileage engines, and NextGen™ motor oil created with 50 percent recycled, re-refined oil. With approximately 900 locations throughout the United States, Valvoline Instant Oil Change™ is a leader in serving the quick-lube market, and is looking for franchisee partners to establish a presence for the brand in markets across the country.

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TMTrademark, Ashland or its subsidiaries, registered in various countries

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