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Ashland announces social media program for the construction industry

WILMINGTON, Del. – Ashland Inc. (NYSE: ASH) today announced the launch of a social media program for the company’s Industrial Specialties business. Called “Ashland Builds Community,” the program launched recently and includes pages on Facebook, Google+ and LinkedIn.

The social media pages offer a channel for Ashland to share information about its innovative solutions for the Building and Construction industry. The pages host multiple application videos that demonstrate the performance of premium additives offered by Ashland, and also highlight the various creative initiatives that the organization takes to communicate its innovation endeavors to the Construction community.

“We are eager to engage with people who are interested in the construction industry, new products, and emerging trends,” said Richard Cho, marketing, director, Industrial Specialties. “Our goal is to provide a forum which will promote the sharing of ideas, experiences and insights.”

Ashland has a long history of engaging with construction industry experts, mortar manufacturers and others to understand their needs and develop solutions to shared problems.

“With more than 60% of B2B companies engaging with their customers and the larger community through social media platforms, it has become an important channel of communication,” said Sandeep Rath, marketing manager, Industrial Specialties.

The addresses for Ashland’s social media pages are as follows:

<https://www.facebook.com/AshlandBuilds>

<http://www.linkedin.com/company/ashland-building-&-construction>

<https://plus.google.com/112029782505971732806/posts>

About Ashland Specialty Ingredients

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers

comprehensive and innovative solutions for today's demanding consumer and industrial applications.

About Ashland Inc.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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