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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D. C. 20549

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**FORM 8-K**  
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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of report (Date of earliest event reported): September 23, 2011**

**ASHLAND INC.**

(Exact name of registrant as specified in its charter)

Kentucky

(State or other jurisdiction of incorporation)

1-32532  
(Commission File Number)

20-0865835  
(I.R.S. Employer Identification No.)

**50 E. RiverCenter Boulevard  
P.O. Box 391  
Covington, Kentucky 41012-0391  
Registrant's telephone number, including area code (859) 815-3333**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure

On September 23, 2011, Ashland Inc. will include the information contained in exhibits 99.1-99.15, and graphic images thereof, on the “Investor Center” section of its website located at <http://investor.ashland.com>, or in employee communications.

Ashland is furnishing the information pursuant to the Securities and Exchange Commission’s (“SEC”) Regulation FD. The information contained in exhibits 99.1-99.14 is summary information concerning key metrics for Ashland’s operating segments. The information contained in exhibit 99.15 is summary information concerning certain working capital components, expressed as a percentage of annualized sales for Ashland on a monthly basis for August 2011, as used for certain internal measurement purposes. The information is intended to be considered in the context of Ashland’s SEC filings and other public announcements that Ashland may make from time to time.

By filing this report on Form 8-K, Ashland makes no admission as to the materiality of any information in this report. Ashland reserves the right to discontinue the availability of the data in the attached exhibits.

Item 9.01. Financial Statements and Exhibits

- (d) Exhibits
- 99.1 Website data concerning Ashland Specialty Ingredients' average sales per shipping day
- 99.2 Website data concerning Ashland Specialty Ingredients' sales
- 99.3 Website data concerning Ashland Specialty Ingredients' volume in metric tons
- 99.4 Website data concerning Ashland Water Technologies' average sales per shipping day
- 99.5 Website data concerning Ashland Water Technologies' sales
- 99.6 Website data concerning Ashland Water Technologies' gross profit
- 99.7 Website data concerning Ashland Performance Materials' average sales per shipping day
- 99.8 Website data concerning Ashland Performance Materials' sales
- 99.9 Website data concerning Ashland Performance Materials' gross profit
- 99.10 Website data concerning Ashland Consumer Markets' (Valvoline's) premium lubricants % of branded volume
- 99.11 Website data concerning Ashland Consumer Markets' (Valvoline's) sales
- 99.12 Website data concerning Ashland Consumer Markets' (Valvoline's) gross profit
- 99.13 Website data concerning Ashland Consumer Markets' (Valvoline's) lubricant sales gallons
- 99.14 Website data concerning Valvoline Instant Oil Change's twelve month rolling average sales
- 99.15 Website data concerning Ashland Inc.'s operating segment trade working capital

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ASHLAND INC.

\_\_\_\_\_  
(Registrant)

September 23, 2011

/s/ Peter J. Ganz

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Peter J. Ganz  
Senior Vice President and  
General Counsel

## EXHIBIT INDEX

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- 99.2 Website data concerning Ashland Specialty Ingredients' sales
- 99.3 Website data concerning Ashland Specialty Ingredients' volume in metric tons
- 99.4 Website data concerning Ashland Water Technologies' average sales per shipping day
- 99.5 Website data concerning Ashland Water Technologies' sales
- 99.6 Website data concerning Ashland Water Technologies' gross profit
- 99.7 Website data concerning Ashland Performance Materials' average sales per shipping day
- 99.8 Website data concerning Ashland Performance Materials' sales
- 99.9 Website data concerning Ashland Performance Materials' gross profit
- 99.10 Website data concerning Ashland Consumer Markets' (Valvoline's) premium lubricants % of branded volume
- 99.11 Website data concerning Ashland Consumer Markets' (Valvoline's) sales
- 99.12 Website data concerning Ashland Consumer Markets' (Valvoline's) gross profit
- 99.13 Website data concerning Ashland Consumer Markets' (Valvoline's) lubricant sales gallons
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Exhibit 99.1

(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Specialty Ingredients average sales per shipping day)

Average Sales per Shipping Day (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 2.851       | 3.208       | 2.864       | 3.743       | 3.814       |
| February  | 4.005       | 4.093       | 3.616       | 3.387       | 4.072       |
| March     | 3.465       | 4.945       | 4.112       | 4.240       | 4.880       |
| April     | 4.050       | 4.048       | 3.125       | 2.673       | 4.133       |
| May       | 3.690       | 4.610       | 3.740       | 3.945       | 4.799       |
| June      | 4.686       | 5.558       | 4.197       | 4.176       | 5.261       |
| July      | 3.739       | 3.531       | 3.056       | 3.269       | 4.702       |
| August    | 3.748       | 4.715       | 3.768       | 3.533       | 4.637       |
| September | 4.868       | 5.343       | 4.299       | 4.412       |             |
| October   | 3.164       | 3.125       | 3.055       | 3.249       |             |
| November  | 4.466       | 4.404       | 3.850       | 3.419       |             |
| December  | 4.560       | 3.817       | 3.289       | 3.771       |             |

\*NOTE: All information presented excludes activity related to ISP, which was acquired on August 23, 2011. Information from October 2008 and prior represent the pre-acquisition operations of Hercules' Aqualon Group acquired on November 13, 2008.

Exhibit 99.2  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Specialty Ingredients sales)

Monthly Sales (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 62.7        | 70.6        | 60.1        | 74.9        | 76.3        |
| February  | 80.1        | 86.0        | 72.3        | 67.7        | 81.4        |
| March     | 76.2        | 98.9        | 90.5        | 97.5        | 112.2       |
| April     | 81.0        | 89.1        | 65.6        | 56.1        | 86.8        |
| May       | 81.2        | 96.8        | 74.8        | 78.9        | 100.8       |
| June      | 98.4        | 116.7       | 92.3        | 91.9        | 115.8       |
| July      | 78.5        | 77.7        | 67.2        | 68.6        | 94.0        |
| August    | 86.2        | 99.0        | 79.1        | 77.7        | 106.6       |
| September | 92.5        | 112.2       | 90.3        | 92.7        |             |
| October   | 72.8        | 71.9        | 67.2        | 68.2        |             |
| November  | 89.3        | 79.3        | 73.2        | 68.4        |             |
| December  | 86.6        | 80.1        | 69.1        | 79.2        |             |

12 Month Rolling Average (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 74.3        | 82.8        | 89.0        | 76.4        | 76.9        |
| February  | 75.2        | 83.3        | 87.8        | 76.0        | 78.1        |
| March     | 75.5        | 85.2        | 87.1        | 76.6        | 79.3        |
| April     | 76.7        | 87.1        | 85.2        | 75.8        | 81.9        |
| May       | 76.7        | 87.1        | 83.4        | 76.1        | 83.7        |
| June      | 77.7        | 88.7        | 81.3        | 76.1        | 85.7        |
| July      | 77.5        | 88.6        | 80.5        | 76.2        | 87.8        |
| August    | 78.7        | 89.7        | 78.8        | 76.1        | 90.2        |
| September | 79.2        | 91.3        | 77.0        | 76.3        |             |
| October   | 79.6        | 91.2        | 76.6        | 76.4        |             |
| November  | 81.2        | 90.4        | 76.0        | 76.0        |             |
| December  | 82.1        | 89.9        | 75.1        | 76.8        |             |

\*NOTE: All information presented excludes activity related to ISP, which was acquired on August 23, 2011. Information from October 2008 and prior represent the pre-acquisition operations of Hercules' Aqualon Group acquired on November 13, 2008. The 12 month rolling sales average will continue to include pre-acquisition results through November 2009.

Exhibit 99.3  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Specialty Ingredients volume in metric tons)

Metric Tons (in thousands)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 12.8        | 13.7        | 11.3        | 13.0        | 12.0        |
| February  | 15.4        | 16.5        | 13.7        | 11.4        | 13.1        |
| March     | 14.5        | 18.4        | 21.4        | 17.5        | 17.7        |
| April     | 15.9        | 16.8        | 11.8        | 10.4        | 13.6        |
| May       | 16.2        | 18.0        | 13.4        | 14.6        | 14.8        |
| June      | 19.3        | 21.7        | 16.0        | 16.5        | 18.0        |
| July      | 16.0        | 15.1        | 12.2        | 12.5        | 14.3        |
| August    | 18.1        | 17.9        | 14.6        | 13.8        | 16.1        |
| September | 18.7        | 20.2        | 15.2        | 16.5        |             |
| October   | 14.5        | 13.3        | 12.4        | 12.5        |             |
| November  | 18.3        | 15.2        | 12.8        | 11.8        |             |
| December  | 17.2        | 15.8        | 12.2        | 14.2        |             |

12 Month Rolling Average (in thousands)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 15.2        | 16.5        | 16.7        | 14.1        | 13.6        |
| February  | 15.4        | 16.6        | 16.4        | 13.9        | 13.8        |
| March     | 15.3        | 16.9        | 16.7        | 13.6        | 13.8        |
| April     | 15.5        | 17.1        | 16.3        | 13.4        | 14.1        |
| May       | 15.5        | 17.1        | 15.9        | 13.5        | 14.1        |
| June      | 15.6        | 17.3        | 15.4        | 13.6        | 14.2        |
| July      | 15.5        | 17.3        | 15.2        | 13.6        | 14.4        |
| August    | 15.8        | 17.2        | 14.9        | 13.5        | 14.6        |
| September | 15.9        | 17.4        | 14.5        | 13.6        |             |
| October   | 15.9        | 17.3        | 14.4        | 13.6        |             |
| November  | 16.3        | 17.0        | 14.2        | 13.6        |             |
| December  | 16.4        | 16.9        | 13.9        | 13.7        |             |

\*NOTE: All information presented excludes activity related to ISP, which was acquired on August 23, 2011. Information from October 2008 and prior represent the pre-acquisition operations of Hercules' Aqualon Group acquired on November 13, 2008. The 12 month rolling average will continue to include pre-acquisition results through November 2009.



Exhibit 99.4  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Water Technologies average sales per shipping day)

Average Sales per Shipping Day (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 3.038       | 3.351       | 7.014       | 7.320       | 7.599       |
| February  | 3.064       | 3.403       | 7.206       | 7.106       | 7.403       |
| March     | 2.797       | 3.613       | 6.422       | 6.967       | 7.425       |
| April     | 3.299       | 3.767       | 6.945       | 6.121       | 7.476       |
| May       | 3.079       | 3.662       | 7.075       | 7.146       | 7.763       |
| June      | 3.193       | 4.022       | 6.959       | 7.255       | 7.710       |
| July      | 3.238       | 3.720       | 7.260       | 7.266       | 7.983       |
| August    | 4.209       | 3.251       | 7.203       | 6.794       | 7.334       |
| September | 4.420       | 3.598       | 7.314       | 7.630       |             |
| October   | 3.077       | 3.090       | 6.737       | 6.843       |             |
| November  | 3.467       | 5.994       | 7.911       | 7.633       |             |
| December  | 3.445       | 6.640       | 6.895       | 7.347       |             |

\*NOTE: Information from October 2008 and prior does not include the Paper Technologies and Ventures operations of Hercules acquired on November 13, 2008. August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

Exhibit 99.5  
(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Water Technologies sales)

Monthly Sales (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 66.8        | 73.7        | 147.3       | 146.4       | 151.9       |
| February  | 61.3        | 71.5        | 144.1       | 142.1       | 148.1       |
| March     | 61.5        | 72.3        | 141.3       | 160.2       | 170.8       |
| April     | 66.0        | 82.9        | 145.8       | 128.5       | 157.0       |
| May       | 67.7        | 76.9        | 141.5       | 142.9       | 163.0       |
| June      | 67.1        | 84.5        | 148.8       | 159.6       | 169.6       |
| July      | 68.0        | 81.8        | 159.7       | 152.6       | 159.6       |
| August    | 96.8        | 68.3        | 151.3       | 149.5       | 168.7       |
| September | 84.0        | 75.6        | 153.6       | 160.2       |             |
| October   | 70.8        | 71.1        | 148.2       | 143.7       |             |
| November  | 69.3        | 107.9       | 150.3       | 152.7       |             |
| December  | 65.4        | 139.4       | 144.8       | 154.3       |             |

12 Month Rolling Average (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 51.4        | 71.0        | 89.9        | 148.1       | 149.9       |
| February  | 53.8        | 71.8        | 96.0        | 147.9       | 150.4       |
| March     | 56.1        | 72.7        | 101.8       | 149.4       | 151.2       |
| April     | 58.5        | 74.1        | 107.0       | 148.0       | 153.6       |
| May       | 61.3        | 74.9        | 112.4       | 148.1       | 155.3       |
| June      | 63.4        | 76.3        | 117.7       | 149.0       | 156.1       |
| July      | 64.0        | 77.5        | 124.2       | 148.4       | 156.7       |
| August    | 66.7        | 75.1        | 131.1       | 148.2       | 158.3       |
| September | 68.2        | 74.4        | 137.7       | 148.8       |             |
| October   | 69.1        | 74.4        | 144.2       | 148.4       |             |
| November  | 70.2        | 77.7        | 147.6       | 148.6       |             |
| December  | 70.4        | 83.8        | 148.1       | 149.4       |             |

\*NOTE: Information from October 2008 and prior does not include the Paper Technologies and Ventures operations of Hercules acquired on November 13, 2008. August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

Exhibit 99.6  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Water Technologies gross profit)

3 Month Rolling Average (%)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 39.1        | 38.1        | 30.5        | 36.2        | 31.6        |
| February  | 38.4        | 36.4        | 31.6        | 35.9        | 30.5        |
| March     | 38.8        | 37.3        | 32.6        | 34.5        | 31.3        |
| April     | 39.6        | 36.9        | 34.6        | 35.0        | 30.8        |
| May       | 39.6        | 37.8        | 36.3        | 33.5        | 31.2        |
| June      | 38.2        | 37.2        | 34.7        | 33.7        | 29.7        |
| July      | 39.3        | 37.1        | 35.7        | 32.8        | 30.3        |
| August    | 39.0        | 36.2        | 34.8        | 32.8        | 30.7        |
| September | 39.7        | 32.9        | 36.7        | 31.7        |             |
| October   | 39.0        | 33.0        | 36.1        | 30.8        |             |
| November  | 39.8        | 31.5        | 36.0        | 31.2        |             |
| December  | 39.3        | 32.5        | 36.6        | 31.6        |             |

12 Month Rolling Average (%)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 41.0        | 39.0        | 34.0        | 35.6        | 32.5        |
| February  | 40.5        | 38.7        | 33.1        | 35.8        | 32.0        |
| March     | 40.2        | 38.6        | 33.0        | 35.6        | 32.0        |
| April     | 39.8        | 38.3        | 33.0        | 35.7        | 31.5        |
| May       | 39.4        | 38.3        | 33.2        | 35.1        | 31.4        |
| June      | 38.9        | 38.4        | 32.7        | 35.4        | 31.0        |
| July      | 39.2        | 37.8        | 33.2        | 35.0        | 30.9        |
| August    | 39.2        | 37.5        | 33.3        | 34.6        | 30.9        |
| September | 39.2        | 36.7        | 33.9        | 34.1        |             |
| October   | 39.3        | 36.3        | 33.9        | 33.7        |             |
| November  | 39.2        | 35.3        | 34.7        | 33.4        |             |
| December  | 39.0        | 34.8        | 35.2        | 32.8        |             |

\*NOTE: Information from October 2008 and prior does not include the Paper Technologies and Ventures operations of Hercules acquired on November 13, 2008. The calculated gross profit percentages for November and December of 2008 exclude the impact of purchase accounting inventory step-up adjustments. August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

Exhibit 99.7

(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Performance Materials average sales per shipping day)

Average Sales per Shipping Day (\$ in millions)\*#

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 6.061       | 6.040       | 4.403       | 4.901       | 5.212       |
| February  | 5.593       | 6.446       | 4.042       | 4.856       | 5.113       |
| March     | 5.965       | 6.494       | 3.896       | 4.746       | 5.142       |
| April     | 6.637       | 6.552       | 3.966       | 5.659       | 5.449       |
| May       | 6.112       | 6.741       | 4.024       | 5.718       | 5.731       |
| June      | 6.313       | 6.612       | 4.176       | 5.604       | 5.311       |
| July      | 6.073       | 6.889       | 4.058       | 5.388       | 5.328       |
| August    | 6.642       | 6.254       | 3.822       | 5.078       | 4.742       |
| September | 8.307       | 6.867       | 4.673       | 6.119       |             |
| October   | 5.968       | 6.074       | 4.505       | 5.585       |             |
| November  | 6.642       | 5.872       | 4.902       | 6.075       |             |
| December  | 5.318       | 3.738       | 3.764       | 4.129       |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

#NOTE: On November 30, 2010, the Castings Solutions business was contributed into an expanded joint venture with Süd-Chemie and is no longer reflected in these numbers from December 2010 moving forward.

Exhibit 99.8  
(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Performance Materials sales)

Monthly Sales (\$ in millions)\*#

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 133.3       | 132.9       | 92.5        | 98.0        | 104.3       |
| February  | 111.6       | 135.4       | 80.8        | 97.1        | 102.2       |
| March     | 131.2       | 129.9       | 85.7        | 109.1       | 118.3       |
| April     | 132.7       | 144.2       | 83.3        | 118.8       | 114.4       |
| May       | 134.5       | 141.6       | 80.5        | 114.4       | 120.4       |
| June      | 132.6       | 138.9       | 91.8        | 123.3       | 116.8       |
| July      | 127.5       | 151.6       | 89.3        | 113.1       | 106.6       |
| August    | 152.8       | 131.3       | 80.3        | 111.7       | 109.0       |
| September | 157.8       | 144.2       | 98.1        | 128.5       |             |
| October   | 137.3       | 139.7       | 99.1        | 117.3       |             |
| November  | 132.8       | 105.7       | 93.2        | 121.5       |             |
| December  | 101.0       | 78.5        | 79.0        | 86.7        |             |

12 Month Rolling Average (\$ in millions)\*#

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 121.9       | 132.1       | 127.8       | 88.3        | 112.2       |
| February  | 121.5       | 134.0       | 123.2       | 89.6        | 112.6       |
| March     | 122.4       | 133.9       | 119.6       | 91.6        | 113.3       |
| April     | 123.8       | 134.9       | 114.5       | 94.5        | 113.0       |
| May       | 124.6       | 135.5       | 109.4       | 97.4        | 113.5       |
| June      | 125.0       | 136.0       | 105.5       | 100.0       | 112.9       |
| July      | 125.8       | 138.0       | 100.3       | 102.0       | 112.4       |
| August    | 128.0       | 136.2       | 96.0        | 104.6       | 112.2       |
| September | 131.7       | 135.1       | 92.2        | 107.1       |             |
| October   | 132.1       | 135.3       | 88.8        | 108.6       |             |
| November  | 132.9       | 133.0       | 87.8        | 111.0       |             |
| December  | 132.1       | 131.1       | 87.8        | 111.6       |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

#NOTE: On November 30, 2010, the Castings Solutions business was contributed into an expanded joint venture with Süd-Chemie and is no longer reflected in these numbers from December 2010 moving forward.

Exhibit 99.9  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Performance Materials gross profit)

3 Month Rolling Average (%)\*#

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 20.5        | 17.3        | 17.1        | 16.5        | 13.0        |
| February  | 19.7        | 17.1        | 17.9        | 16.2        | 10.9        |
| March     | 20.5        | 18.1        | 19.5        | 16.5        | 12.0        |
| April     | 21.0        | 18.5        | 19.0        | 16.8        | 12.8        |
| May       | 21.4        | 18.1        | 18.0        | 16.6        | 13.7        |
| June      | 21.9        | 17.5        | 16.9        | 16.7        | 13.0        |
| July      | 21.2        | 16.1        | 17.4        | 16.9        | 13.0        |
| August    | 20.1        | 14.6        | 17.0        | 17.9        | 12.4        |
| September | 18.1        | 14.6        | 16.0        | 12.8        |             |
| October   | 18.4        | 14.8        | 16.7        | 12.6        |             |
| November  | 18.7        | 16.1        | 17.8        | 11.5        |             |
| December  | 18.2        | 15.9        | 18.4        | 14.6        |             |

12 Month Rolling Average (%)\*#

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 22.2        | 19.4        | 16.6        | 17.4        | 14.8        |
| February  | 21.9        | 19.4        | 16.5        | 17.2        | 14.3        |
| March     | 21.7        | 19.1        | 16.6        | 16.9        | 14.1        |
| April     | 21.6        | 18.9        | 16.5        | 16.9        | 13.9        |
| May       | 21.2        | 18.5        | 16.3        | 16.9        | 13.6        |
| June      | 21.0        | 18.0        | 16.4        | 16.9        | 13.1        |
| July      | 20.8        | 17.6        | 16.8        | 16.8        | 12.8        |
| August    | 20.5        | 17.1        | 17.1        | 17.1        | 12.2        |
| September | 20.3        | 17.0        | 17.0        | 16.0        |             |
| October   | 20.2        | 16.7        | 17.5        | 15.6        |             |
| November  | 20.0        | 16.5        | 17.7        | 15.4        |             |
| December  | 19.6        | 16.6        | 17.7        | 15.1        |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

#NOTE: On November 30, 2010, the Castings Solutions business was contributed into an expanded joint venture with Süd-Chemie and is no longer reflected in these numbers from December 2010 moving forward.

Exhibit 99.10

(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Consumer Markets (Valvoline) premium lubricants % of branded volume)

Premium Lubricants % of Branded Volume

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 24.1        | 25.3        | 27.6        | 31.1        | 31.1        |
| February  | 21.5        | 25.7        | 27.6        | 28.8        | 31.9        |
| March     | 24.3        | 26.0        | 31.3        | 29.2        | 33.8        |
| April     | 24.0        | 23.0        | 27.7        | 30.7        | 33.7        |
| May       | 26.3        | 26.3        | 28.4        | 28.1        | 30.9        |
| June      | 23.2        | 25.6        | 30.4        | 31.5        | 32.0        |
| July      | 22.2        | 23.6        | 27.2        | 32.1        | 31.0        |
| August    | 24.8        | 27.6        | 27.4        | 30.5        | 29.5        |
| September | 23.9        | 27.5        | 26.7        | 28.8        |             |
| October   | 23.6        | 26.9        | 28.1        | 29.5        |             |
| November  | 23.4        | 27.0        | 26.4        | 31.1        |             |
| December  | 21.8        | 27.4        | 30.0        | 30.0        |             |

Exhibit 99.11  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Consumer Markets (Valvoline) sales)

Monthly Sales (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 122.8       | 135.7       | 128.6       | 129.0       | 146.2       |
| February  | 122.3       | 127.4       | 127.3       | 133.9       | 139.3       |
| March     | 137.3       | 137.5       | 151.6       | 167.3       | 206.0       |
| April     | 135.2       | 154.1       | 144.4       | 151.3       | 179.2       |
| May       | 133.2       | 130.8       | 133.9       | 155.4       | 158.7       |
| June      | 139.1       | 143.0       | 162.6       | 156.5       | 184.3       |
| July      | 129.1       | 150.9       | 145.6       | 148.2       | 168.9       |
| August    | 131.6       | 147.8       | 141.8       | 159.2       | 183.7       |
| September | 123.5       | 155.1       | 126.7       | 154.0       |             |
| October   | 141.2       | 143.9       | 144.2       | 151.5       |             |
| November  | 129.6       | 119.5       | 124.8       | 144.2       |             |
| December  | 109.5       | 124.1       | 131.2       | 144.8       |             |

12 Month Rolling Average (\$ in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 121.6       | 130.6       | 138.5       | 138.6       | 151.0       |
| February  | 122.7       | 131.0       | 138.5       | 139.1       | 151.5       |
| March     | 123.3       | 131.0       | 139.7       | 140.5       | 154.7       |
| April     | 124.8       | 132.6       | 138.9       | 141.0       | 157.0       |
| May       | 125.4       | 132.4       | 139.2       | 142.8       | 157.3       |
| June      | 126.7       | 132.7       | 140.8       | 142.3       | 159.6       |
| July      | 127.8       | 134.6       | 140.4       | 142.5       | 161.4       |
| August    | 128.0       | 135.9       | 139.9       | 144.0       | 163.4       |
| September | 127.1       | 138.5       | 137.5       | 146.3       |             |
| October   | 128.0       | 138.8       | 137.5       | 146.9       |             |
| November  | 129.3       | 137.9       | 138.0       | 148.5       |             |
| December  | 129.5       | 139.1       | 138.6       | 149.6       |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.



Exhibit 99.12  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Consumer Markets (Valvoline) gross profit)

3 Month Rolling Average (%)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 24.5        | 24.2        | 23.6        | 33.1        | 29.6        |
| February  | 25.1        | 24.0        | 29.1        | 32.4        | 29.0        |
| March     | 25.6        | 24.4        | 32.2        | 33.0        | 29.3        |
| April     | 25.1        | 24.6        | 36.5        | 32.8        | 29.4        |
| May       | 25.3        | 24.6        | 36.2        | 33.8        | 28.1        |
| June      | 25.1        | 23.9        | 37.5        | 32.4        | 26.6        |
| July      | 25.9        | 21.8        | 37.2        | 31.3        | 25.2        |
| August    | 25.5        | 19.5        | 36.8        | 29.9        | 25.3        |
| September | 24.6        | 19.2        | 35.5        | 28.9        |             |
| October   | 24.3        | 20.1        | 34.4        | 29.8        |             |
| November  | 24.6        | 21.1        | 33.6        | 30.0        |             |
| December  | 24.7        | 21.8        | 33.9        | 30.9        |             |

12 Month Rolling Average (%)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 20.7        | 24.9        | 22.4        | 35.4        | 30.9        |
| February  | 21.0        | 24.9        | 23.4        | 34.9        | 30.7        |
| March     | 21.4        | 24.7        | 24.2        | 35.0        | 30.4        |
| April     | 21.7        | 24.8        | 25.5        | 34.4        | 30.0        |
| May       | 22.3        | 24.7        | 26.4        | 34.2        | 29.2        |
| June      | 22.6        | 24.4        | 27.7        | 33.7        | 28.8        |
| July      | 23.3        | 23.7        | 29.5        | 32.9        | 28.4        |
| August    | 23.9        | 23.1        | 31.0        | 32.4        | 28.0        |
| September | 24.8        | 23.0        | 32.0        | 32.0        |             |
| October   | 25.0        | 22.6        | 33.3        | 31.7        |             |
| November  | 25.1        | 22.2        | 34.1        | 31.5        |             |
| December  | 25.0        | 22.3        | 34.8        | 31.3        |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

Exhibit 99.13  
(Text of graph posted to Ashland Inc.'s website concerning  
Ashland Consumer Markets (Valvoline) lubricant sales gallons)

3 Month Rolling Average (in millions)\*

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 12.3        | 13.2        | 10.6        | 12.9        | 13.3        |
| February  | 12.7        | 13.1        | 11.2        | 13.3        | 13.1        |
| March     | 13.9        | 14.0        | 12.6        | 14.6        | 14.9        |
| April     | 14.5        | 14.7        | 13.7        | 15.3        | 15.7        |
| May       | 14.8        | 14.6        | 14.3        | 15.9        | 15.9        |
| June      | 14.5        | 14.6        | 15.2        | 15.4        | 14.8        |
| July      | 15.0        | 14.0        | 15.4        | 15.2        | 14.3        |
| August    | 14.9        | 14.4        | 15.7        | 15.2        | 14.7        |
| September | 14.4        | 14.5        | 14.1        | 14.7        |             |
| October   | 14.0        | 13.6        | 14.0        | 14.6        |             |
| November  | 13.8        | 12.3        | 13.2        | 13.8        |             |
| December  | 13.3        | 11.0        | 13.4        | 13.5        |             |

\*NOTE: August and September 2007 information (and 3 and 12 month rolling averages that contain August and September 2007 information) is affected by the 13 month foreign reporting impact described on the Business Fundamentals page of this website.

Exhibit 99.14

(Text of graph posted to Ashland Inc.'s website concerning  
Valvoline Instant Oil Change twelve month rolling average sales)

Stores 2 Years and Older (\$ in millions)

|           | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January   | 11.5        | 12.4        | 13.2        | 13.9        | 15.1        |
| February  | 11.6        | 12.4        | 13.3        | 13.9        | 15.2        |
| March     | 11.7        | 12.4        | 13.4        | 14.0        | 15.2        |
| April     | 11.7        | 12.5        | 13.4        | 14.1        | 15.2        |
| May       | 11.8        | 12.6        | 13.5        | 14.2        | 15.2        |
| June      | 11.9        | 12.5        | 13.5        | 14.3        | 15.3        |
| July      | 12.0        | 12.7        | 13.6        | 14.5        | 15.3        |
| August    | 12.2        | 12.7        | 13.6        | 14.6        | 15.3        |
| September | 12.2        | 12.8        | 13.7        | 14.7        |             |
| October   | 12.3        | 12.9        | 13.9        | 14.9        |             |
| November  | 12.4        | 13.0        | 13.9        | 15.0        |             |
| December  | 12.4        | 13.1        | 13.9        | 15.1        |             |

Exhibit 99.15  
 (Text of graph posted to Ashland Inc.'s website concerning  
 Ashland Inc. operating segment trade working capital)

| % of Annualized Sales#<br>Monthly Actual (%) | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> |
|----------------------------------------------|-------------|-------------|-------------|-------------|-------------|
| January                                      |             | 17.8        | 17.8        | 14.9        | 14.6        |
| February                                     |             | 17.9        | 18.0        | 14.5        | 14.9        |
| March                                        |             | 17.1        | 17.6        | 13.3        | 14.9        |
| April                                        |             | 16.7        | 17.2        | 13.1        | 14.7        |
| May                                          |             | 16.4        | 17.3        | 12.4        | 14.0        |
| June                                         |             | 16.5        | 16.4        | 13.5        | 14.6        |
| July                                         |             | 16.3        | 15.9        | 13.4        | 14.8        |
| August                                       |             | 15.7        | 15.2        | 12.9        | 14.5        |
| September                                    |             | 14.6        | 14.1        | 12.1        |             |
| October                                      | 18.5        | 14.3        | 14.8        | 12.4        |             |
| November                                     | 18.6        | 14.7        | 15.0        | 12.6        |             |
| December                                     | 18.4        | 16.8        | 15.2        | 14.4        |             |

NOTE: Data has been adjusted to exclude Ashland Distribution, preceding its sale in March 2011, and includes the historical Hercules businesses, preceding its purchase in November 2008.

# Selected Working Capital Components - August 31, 2011

| Unaudited Data<br>(\$ in millions) | Operating<br>segments (a) | Other<br>components (b) | Total      |
|------------------------------------|---------------------------|-------------------------|------------|
| Accounts receivable (c)            | 1,137                     | 380                     | 1,517      |
| Inventories (d)                    | 646                       | 205                     | 851        |
| (Less) Trade and other payables    | (811)                     | (749)                   | (1,560)    |
| Net                                | <u>972</u>                | <u>(164)</u>            | <u>808</u> |

(a) Represents amounts considered in internal performance metrics applicable to most employees.

(b) Amounts relate primarily to items classified within the unallocated and other category, as well as amounts related to the ISP acquisition.

(c) Accounts receivable is shown net of allowances for doubtful accounts.

(d) Operating segment amount excludes LIFO reserve, which is presented under other components.