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

FORM 8-K

CURRENT REPORT

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

Date of report (Date of earliest event reported): July 26, 2012

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 July 26, 2012, Ashland Inc. will include the information contained in exhibits 99.1-99.14, 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 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' sales
- 99.2 Website data concerning Ashland Specialty Ingredients' gross profit
- 99.3 Website data concerning Ashland Specialty Ingredients' volume in metric tons
- 99.4 Website data concerning Ashland Water Technologies' sales
- 99.5 Website data concerning Ashland Water Technologies' gross profit
- 99.6 Website data concerning Ashland Water Technologies' average sales per shipping day
- 99.7 Website data concerning Ashland Performance Materials' sales
- 99.8 Website data concerning Ashland Performance Materials' gross profit
- 99.9 Website data concerning Ashland Performance Materials' volume in metric tons
- 99.10 Website data concerning Ashland Consumer Markets' sales
- 99.11 Website data concerning Ashland Consumer Markets' gross profit
- 99.12 Website data concerning Ashland Consumer Markets' lubricant sales gallons
- 99.13 Website data concerning Ashland Consumer Markets' premium lubricants % of branded volume
- 99.14 Website data concerning Valvoline Instant Oil Change's twelve month rolling average sales

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)

July 26, 2012

/s/ Lamar M. Chambers

Lamar M. Chambers
Senior Vice President and
Chief Financial Officer

EXHIBIT INDEX

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Exhibit 99.1
 (Text of graph posted to Ashland Inc.'s website concerning
 Ashland Specialty Ingredients sales)

Monthly Sales (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 70.6 | 60.1 | 74.9 | 76.3 | 215.8 |
| February | 86.0 | 72.3 | 67.7 | 81.4 | 236.3 |
| March | 98.9 | 90.5 | 97.5 | 112.2 | 270.9 |
| April | 89.1 | 65.6 | 56.1 | 86.8 | 252.9 |
| May | 96.8 | 74.8 | 78.9 | 100.8 | 280.3 |
| June | 116.7 | 92.3 | 91.9 | 115.8 | 259.9 |
| July | 77.7 | 67.2 | 68.6 | 94.0 | |
| August | 99.0 | 79.1 | 77.7 | 106.6 | |
| September | 112.2 | 90.3 | 92.7 | 109.4 | |
| October | 71.9 | 67.2 | 68.2 | 206.0 | |
| November | 79.3 | 73.2 | 68.4 | 215.0 | |
| December | 80.1 | 69.1 | 79.2 | 206.9 | |

12 Month Rolling Average (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 82.8 | 89.0 | 76.4 | 76.9 | 137.5 |
| February | 83.3 | 87.8 | 76.0 | 78.1 | 150.5 |
| March | 85.2 | 87.1 | 76.6 | 79.3 | 163.7 |
| April | 87.1 | 85.2 | 75.8 | 81.9 | 177.5 |
| May | 87.1 | 83.4 | 76.1 | 83.7 | 192.5 |
| June | 88.7 | 81.3 | 76.1 | 85.7 | 204.5 |
| July | 88.6 | 80.5 | 76.2 | 87.8 | |
| August | 89.7 | 78.8 | 76.1 | 90.2 | |
| September | 91.3 | 77.0 | 76.3 | 91.6 | |
| October | 91.2 | 76.6 | 76.4 | 103.1 | |
| November | 90.4 | 76.0 | 76.0 | 115.3 | |
| December | 89.9 | 75.1 | 76.8 | 125.9 | |

*NOTE: All information presented subsequent to September 2011 includes 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 99.2
 (Text of graph posted to Ashland Inc.'s website concerning
 Ashland Specialty Ingredients gross profit)

3 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 31.4 | 29.7 | 29.4 | 34.9 | 32.0 |
| February | 32.3 | 30.2 | 29.5 | 34.6 | 32.9 |
| March | 33.3 | 31.1 | 34.0 | 35.4 | 33.5 |
| April | 31.9 | 31.9 | 34.6 | 34.0 | 34.1 |
| May | 31.3 | 32.1 | 34.4 | 34.1 | 35.0 |
| June | 31.0 | 28.9 | 34.3 | 33.9 | 34.7 |
| July | 30.5 | 29.5 | 33.8 | 33.9 | |
| August | 30.4 | 29.5 | 34.2 | 32.8 | |
| September | 30.8 | 34.7 | 33.3 | 32.5 | |
| October | 31.4 | 34.8 | 32.5 | 35.0 | |
| November | 32.1 | 34.7 | 32.5 | 33.4 | |
| December | 30.1 | 29.5 | 32.8 | 33.4 | |

12 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 33.5 | 30.9 | 31.4 | 33.9 | 33.2 |
| February | 33.3 | 31.0 | 31.5 | 33.9 | 33.2 |
| March | 33.2 | 30.8 | 31.9 | 34.0 | 33.3 |
| April | 32.9 | 30.9 | 32.1 | 33.8 | 33.6 |
| May | 32.5 | 31.2 | 32.1 | 33.9 | 33.8 |
| June | 32.0 | 30.3 | 33.2 | 33.9 | 33.7 |
| July | 31.6 | 30.7 | 33.2 | 33.9 | |
| August | 31.3 | 31.0 | 33.2 | 33.5 | |
| September | 31.3 | 31.2 | 32.9 | 33.7 | |
| October | 31.3 | 31.5 | 32.6 | 34.4 | |
| November | 31.5 | 31.6 | 32.7 | 33.7 | |
| December | 31.3 | 31.1 | 33.6 | 33.8 | |

*NOTE: Information from September 2011 and prior includes the pre-acquisition operations of 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. Information has been adjusted to exclude the impact of the inventory fair value adjustment charges related to purchase accounting for the Hercules and ISP acquisitions, which totaled \$30 million and \$44 million, respectively.

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

Metric Tons (in thousands)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 13.7 | 11.3 | 13.0 | 12.0 | 32.6 |
| February | 16.5 | 13.7 | 11.4 | 13.1 | 37.2 |
| March | 18.4 | 21.4 | 17.5 | 17.7 | 38.4 |
| April | 16.8 | 11.8 | 10.4 | 13.6 | 33.5 |
| May | 18.0 | 13.4 | 14.6 | 14.8 | 38.1 |
| June | 21.7 | 16.0 | 16.5 | 18.0 | 36.1 |
| July | 15.1 | 12.2 | 12.5 | 14.3 | |
| August | 17.9 | 14.6 | 13.8 | 16.1 | |
| September | 20.2 | 15.2 | 16.5 | 16.5 | |
| October | 13.3 | 12.4 | 12.5 | 30.8 | |
| November | 15.2 | 12.8 | 11.8 | 32.2 | |
| December | 15.8 | 12.2 | 14.2 | 30.5 | |

12 Month Rolling Average (in thousands)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 16.5 | 16.7 | 14.1 | 13.6 | 20.9 |
| February | 16.6 | 16.4 | 13.9 | 13.8 | 22.9 |
| March | 16.9 | 16.7 | 13.6 | 13.8 | 24.6 |
| April | 17.1 | 16.3 | 13.4 | 14.1 | 26.2 |
| May | 17.1 | 15.9 | 13.5 | 14.1 | 28.2 |
| June | 17.3 | 15.4 | 13.6 | 14.2 | 29.7 |
| July | 17.3 | 15.2 | 13.6 | 14.4 | |
| August | 17.2 | 14.9 | 13.5 | 14.6 | |
| September | 17.4 | 14.5 | 13.6 | 14.6 | |
| October | 17.3 | 14.4 | 13.6 | 16.1 | |
| November | 17.0 | 14.2 | 13.6 | 17.8 | |
| December | 16.9 | 13.9 | 13.7 | 19.1 | |

*NOTE: The metric tons data from November 2011 through May 2012 has been adjusted from previously reported amounts. All information presented subsequent to September 2011 includes 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 sales)

Monthly Sales (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 73.7 | 147.3 | 146.4 | 151.9 | 140.4 |
| February | 71.5 | 144.1 | 142.1 | 148.1 | 138.1 |
| March | 72.3 | 141.3 | 160.2 | 170.8 | 149.0 |
| April | 82.9 | 145.8 | 128.5 | 157.0 | 142.6 |
| May | 76.9 | 141.5 | 142.9 | 163.0 | 145.0 |
| June | 84.5 | 148.8 | 159.6 | 169.6 | 138.9 |
| July | 81.8 | 159.7 | 152.6 | 159.6 | |
| August | 68.3 | 151.3 | 149.5 | 168.7 | |
| September | 75.6 | 153.6 | 160.2 | 162.5 | |
| October | 71.1 | 148.2 | 143.7 | 149.0 | |
| November | 107.9 | 150.3 | 152.7 | 153.7 | |
| December | 139.4 | 144.8 | 154.3 | 145.8 | |

12 Month Rolling Average (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 71.0 | 89.9 | 148.1 | 149.9 | 157.3 |
| February | 71.8 | 96.0 | 147.9 | 150.4 | 156.5 |
| March | 72.7 | 101.8 | 149.4 | 151.2 | 154.7 |
| April | 74.1 | 107.0 | 148.0 | 153.6 | 153.5 |
| May | 74.9 | 112.4 | 148.1 | 155.3 | 152.0 |
| June | 76.3 | 117.7 | 149.0 | 156.1 | 149.4 |
| July | 77.5 | 124.2 | 148.4 | 156.7 | |
| August | 75.1 | 131.1 | 148.2 | 158.3 | |
| September | 74.4 | 137.7 | 148.8 | 158.5 | |
| October | 74.4 | 144.2 | 148.4 | 159.0 | |
| November | 77.7 | 147.6 | 148.6 | 159.0 | |
| December | 83.8 | 148.1 | 149.4 | 158.3 | |

*NOTE: Information from October 2008 and prior does not include the Paper Technologies and Ventures operations of Hercules acquired on November 13, 2008.

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

3 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 38.1 | 30.5 | 36.2 | 31.6 | 30.8 |
| February | 36.4 | 31.6 | 35.9 | 30.5 | 31.3 |
| March | 37.3 | 32.6 | 34.5 | 31.3 | 32.1 |
| April | 36.9 | 34.6 | 35.0 | 30.8 | 32.6 |
| May | 37.8 | 36.3 | 33.5 | 31.2 | 32.5 |
| June | 37.2 | 34.7 | 33.7 | 29.7 | 32.1 |
| July | 37.1 | 35.7 | 32.8 | 30.3 | |
| August | 36.2 | 34.8 | 32.8 | 30.7 | |
| September | 32.9 | 36.7 | 31.7 | 30.5 | |
| October | 33.0 | 36.1 | 30.8 | 31.2 | |
| November | 31.5 | 36.0 | 31.2 | 30.3 | |
| December | 32.5 | 36.6 | 31.6 | 30.8 | |

12 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 39.0 | 34.0 | 35.6 | 32.5 | 30.7 |
| February | 38.7 | 33.1 | 35.8 | 32.0 | 31.0 |
| March | 38.6 | 33.0 | 35.6 | 32.0 | 30.8 |
| April | 38.3 | 33.0 | 35.7 | 31.5 | 31.1 |
| May | 38.3 | 33.2 | 35.1 | 31.4 | 31.2 |
| June | 38.4 | 32.7 | 35.4 | 31.0 | 31.4 |
| July | 37.8 | 33.2 | 35.0 | 30.9 | |
| August | 37.5 | 33.3 | 34.6 | 30.9 | |
| September | 36.7 | 33.9 | 34.1 | 30.8 | |
| October | 36.3 | 33.9 | 33.7 | 30.9 | |
| November | 35.3 | 34.7 | 33.4 | 30.8 | |
| December | 34.8 | 35.2 | 32.8 | 30.7 | |

*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.

Exhibit 99.6
(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)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 3.351 | 7.014 | 7.320 | 7.599 | 6.687 |
| February | 3.403 | 7.206 | 7.106 | 7.403 | 6.579 |
| March | 3.613 | 6.422 | 6.967 | 7.425 | 6.772 |
| April | 3.767 | 6.945 | 6.121 | 7.476 | 6.787 |
| May | 3.662 | 7.075 | 7.146 | 7.763 | 6.594 |
| June | 4.022 | 6.959 | 7.255 | 7.710 | 6.611 |
| July | 3.720 | 7.260 | 7.266 | 7.983 | |
| August | 3.251 | 7.203 | 6.794 | 7.334 | |
| September | 3.598 | 7.314 | 7.630 | 7.737 | |
| October | 3.090 | 6.737 | 6.843 | 7.097 | |
| November | 5.994 | 7.911 | 7.633 | 7.683 | |
| December | 6.640 | 6.895 | 7.347 | 7.397 | |

*NOTE: Information from October 2008 and prior does not include the Paper Technologies and Ventures operations of Hercules acquired on November 13, 2008.

Exhibit 99.7
 (Text of graph posted to Ashland Inc.'s website concerning
 Ashland Performance Materials sales)

Monthly Sales (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 132.9 | 92.5 | 98.0 | 104.3 | 129.8 |
| February | 135.4 | 80.8 | 97.1 | 102.2 | 130.7 |
| March | 129.9 | 85.7 | 109.1 | 118.3 | 147.8 |
| April | 144.2 | 83.3 | 118.8 | 114.4 | 128.9 |
| May | 141.6 | 80.5 | 114.4 | 120.4 | 140.3 |
| June | 138.9 | 91.8 | 123.3 | 116.8 | 135.2 |
| July | 151.6 | 89.3 | 113.1 | 106.6 | |
| August | 131.3 | 80.3 | 111.7 | 109.0 | |
| September | 144.2 | 98.1 | 128.5 | 107.6 | |
| October | 139.7 | 99.1 | 117.3 | 136.7 | |
| November | 105.7 | 93.2 | 121.5 | 128.9 | |
| December | 78.5 | 79.0 | 86.7 | 112.7 | |

12 Month Rolling Average (\$ in millions)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 132.1 | 127.8 | 88.3 | 112.2 | 117.1 |
| February | 134.0 | 123.2 | 89.6 | 112.6 | 119.3 |
| March | 133.9 | 119.6 | 91.6 | 113.3 | 122.0 |
| April | 134.9 | 114.5 | 94.5 | 113.0 | 123.0 |
| May | 135.5 | 109.4 | 97.4 | 113.5 | 124.7 |
| June | 136.0 | 105.5 | 100.0 | 112.9 | 126.2 |
| July | 138.0 | 100.3 | 102.0 | 112.4 | |
| August | 136.2 | 96.0 | 104.6 | 112.2 | |
| September | 135.1 | 92.2 | 107.1 | 110.4 | |
| October | 135.3 | 88.8 | 108.6 | 112.0 | |
| November | 133.0 | 87.8 | 111.0 | 112.7 | |
| December | 131.1 | 87.8 | 111.6 | 114.8 | |

*NOTE: On November 30, 2010, the Casting 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. All information presented subsequent to September 2011 includes activity related to ISP's elastomers business that was acquired on August 23, 2011.

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

3 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 17.3 | 17.1 | 16.5 | 13.0 | 16.5 |
| February | 17.1 | 17.9 | 16.2 | 10.9 | 14.3 |
| March | 18.1 | 19.5 | 16.5 | 12.0 | 14.6 |
| April | 18.5 | 19.0 | 16.8 | 12.8 | 15.0 |
| May | 18.1 | 18.0 | 16.6 | 13.7 | 16.9 |
| June | 17.5 | 16.9 | 16.7 | 13.0 | 18.1 |
| July | 16.1 | 17.4 | 16.9 | 13.0 | |
| August | 14.6 | 17.0 | 17.9 | 12.4 | |
| September | 14.6 | 16.0 | 12.8 | 12.4 | |
| October | 14.8 | 16.7 | 12.6 | 15.4 | |
| November | 16.1 | 17.8 | 11.5 | 18.5 | |
| December | 15.9 | 18.4 | 14.6 | 19.2 | |

12 Month Rolling Average (%)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 19.4 | 16.6 | 17.4 | 14.8 | 14.6 |
| February | 19.4 | 16.5 | 17.2 | 14.3 | 14.8 |
| March | 19.1 | 16.6 | 16.9 | 14.1 | 15.0 |
| April | 18.9 | 16.5 | 16.9 | 13.9 | 15.1 |
| May | 18.5 | 16.3 | 16.9 | 13.6 | 15.8 |
| June | 18.0 | 16.4 | 16.9 | 13.1 | 16.2 |
| July | 17.6 | 16.8 | 16.8 | 12.8 | |
| August | 17.1 | 17.1 | 17.1 | 12.2 | |
| September | 17.0 | 17.0 | 16.0 | 13.1 | |
| October | 16.7 | 17.5 | 15.6 | 13.7 | |
| November | 16.5 | 17.7 | 15.4 | 14.1 | |
| December | 16.6 | 17.7 | 15.1 | 14.4 | |

*NOTE: On November 30, 2010, the Casting 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. All information presented subsequent to September 2011 includes activity related to ISP's elastomers business that was acquired on August 23, 2011.

Exhibit 99.9
 (Text of graph posted to Ashland Inc.'s website concerning
 Ashland Performance Materials volume in metric tons)

Metric Tons (in thousands)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 45.5 | 37.0 | 40.3 | 41.6 | 45.6 |
| February | 46.0 | 33.3 | 40.3 | 38.5 | 45.5 |
| March | 45.5 | 34.5 | 44.6 | 45.1 | 49.4 |
| April | 47.2 | 34.4 | 47.9 | 42.2 | 41.1 |
| May | 46.0 | 34.8 | 46.6 | 43.7 | 46.1 |
| June | 47.9 | 39.4 | 49.5 | 43.0 | 46.2 |
| July | 55.1 | 37.6 | 44.2 | 38.0 | |
| August | 45.5 | 33.5 | 43.5 | 39.0 | |
| September | 51.4 | 40.7 | 51.1 | 38.3 | |
| October | 49.9 | 40.1 | 44.5 | 47.2 | |
| November | 39.9 | 37.9 | 45.5 | 46.6 | |
| December | 29.7 | 33.4 | 34.4 | 43.6 | |

12 Month Rolling Average (in thousands)*

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 47.0 | 45.1 | 36.7 | 44.5 | 42.6 |
| February | 47.4 | 44.0 | 37.2 | 44.3 | 43.1 |
| March | 47.2 | 43.1 | 38.1 | 44.4 | 43.5 |
| April | 47.1 | 42.1 | 39.2 | 43.9 | 43.4 |
| May | 46.9 | 41.1 | 40.2 | 43.7 | 43.6 |
| June | 46.8 | 40.4 | 41.0 | 43.1 | 43.9 |
| July | 47.7 | 39.0 | 41.6 | 42.6 | |
| August | 46.9 | 38.0 | 42.4 | 42.2 | |
| September | 46.6 | 37.1 | 43.3 | 41.2 | |
| October | 46.8 | 36.3 | 43.6 | 41.4 | |
| November | 46.3 | 36.1 | 44.3 | 41.5 | |
| December | 45.8 | 36.4 | 44.4 | 42.2 | |

*NOTE: On November 30, 2010, the Casting 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. All information presented subsequent to September 2011 includes activity related to ISP's elastomers business that was acquired on August 23, 2011.

Exhibit 99.10
 (Text of graph posted to Ashland Inc.'s website concerning
 Ashland Consumer Markets sales)

Monthly Sales (\$ in millions)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 135.7 | 128.6 | 129.0 | 146.2 | 166.5 |
| February | 127.4 | 127.3 | 133.9 | 139.3 | 170.2 |
| March | 137.5 | 151.6 | 167.3 | 206.0 | 183.5 |
| April | 154.1 | 144.4 | 151.3 | 179.2 | 182.5 |
| May | 130.8 | 133.9 | 155.4 | 158.7 | 173.9 |
| June | 143.0 | 162.6 | 156.5 | 184.3 | 160.1 |
| July | 150.9 | 145.6 | 148.2 | 168.9 | |
| August | 147.8 | 141.8 | 159.2 | 183.7 | |
| September | 155.1 | 126.7 | 154.0 | 164.3 | |
| October | 143.9 | 144.2 | 151.5 | 159.3 | |
| November | 119.5 | 124.8 | 144.2 | 159.6 | |
| December | 124.1 | 131.2 | 144.8 | 156.2 | |

12 Month Rolling Average (\$ in millions)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 130.6 | 138.5 | 138.6 | 151.0 | 168.8 |
| February | 131.0 | 138.5 | 139.1 | 151.5 | 171.4 |
| March | 131.0 | 139.7 | 140.5 | 154.7 | 169.5 |
| April | 132.6 | 138.9 | 141.0 | 157.0 | 169.8 |
| May | 132.4 | 139.2 | 142.8 | 157.3 | 171.1 |
| June | 132.7 | 140.8 | 142.3 | 159.6 | 169.1 |
| July | 134.6 | 140.4 | 142.5 | 161.4 | |
| August | 135.9 | 139.9 | 144.0 | 163.4 | |
| September | 138.5 | 137.5 | 146.3 | 164.3 | |
| October | 138.8 | 137.5 | 146.9 | 164.9 | |
| November | 137.9 | 138.0 | 148.5 | 166.2 | |
| December | 139.1 | 138.6 | 149.6 | 167.1 | |

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

3 Month Rolling Average (%)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 24.2 | 23.6 | 33.1 | 29.6 | 25.9 |
| February | 24.0 | 29.1 | 32.4 | 29.0 | 26.0 |
| March | 24.4 | 32.2 | 33.0 | 29.3 | 26.4 |
| April | 24.6 | 36.5 | 32.8 | 29.4 | 26.3 |
| May | 24.6 | 36.2 | 33.8 | 28.1 | 26.8 |
| June | 23.9 | 37.5 | 32.4 | 26.6 | 26.8 |
| July | 21.8 | 37.2 | 31.3 | 25.2 | |
| August | 19.5 | 36.8 | 29.9 | 25.3 | |
| September | 19.2 | 35.5 | 28.9 | 23.0 | |
| October | 20.1 | 34.4 | 29.8 | 23.4 | |
| November | 21.1 | 33.6 | 30.0 | 23.7 | |
| December | 21.8 | 33.9 | 30.9 | 25.3 | |

12 Month Rolling Average (%)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 24.9 | 22.4 | 35.4 | 30.9 | 26.0 |
| February | 24.9 | 23.4 | 34.9 | 30.7 | 25.8 |
| March | 24.7 | 24.2 | 35.0 | 30.4 | 25.3 |
| April | 24.8 | 25.5 | 34.4 | 30.0 | 25.2 |
| May | 24.7 | 26.4 | 34.2 | 29.2 | 25.5 |
| June | 24.4 | 27.7 | 33.7 | 28.8 | 25.4 |
| July | 23.7 | 29.5 | 32.9 | 28.4 | |
| August | 23.1 | 31.0 | 32.4 | 28.0 | |
| September | 23.0 | 32.0 | 32.0 | 27.3 | |
| October | 22.6 | 33.3 | 31.7 | 26.8 | |
| November | 22.2 | 34.1 | 31.5 | 26.5 | |
| December | 22.3 | 34.8 | 31.3 | 26.0 | |

Exhibit 99.12
(Text of graph posted to Ashland Inc.'s website concerning
Ashland Consumer Markets lubricant sales gallons)

3 Month Rolling Average (in millions)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 13.2 | 10.6 | 12.9 | 13.3 | 12.6 |
| February | 13.1 | 11.2 | 13.3 | 13.1 | 12.8 |
| March | 14.0 | 12.6 | 14.6 | 14.9 | 13.6 |
| April | 14.7 | 13.7 | 15.3 | 15.7 | 14.0 |
| May | 14.6 | 14.3 | 15.9 | 15.9 | 14.1 |
| June | 14.6 | 15.2 | 15.4 | 14.8 | 13.6 |
| July | 14.0 | 15.4 | 15.2 | 14.3 | |
| August | 14.4 | 15.7 | 15.2 | 14.7 | |
| September | 14.5 | 14.1 | 14.7 | 13.8 | |
| October | 13.6 | 14.0 | 14.6 | 13.3 | |
| November | 12.3 | 13.2 | 13.8 | 12.6 | |
| December | 11.0 | 13.4 | 13.5 | 12.2 | |

Exhibit 99.13
(Text of graph posted to Ashland Inc.'s website concerning
Ashland Consumer Markets premium lubricants % of branded volume)

Premium Lubricants % of Branded Volume

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 25.3 | 27.6 | 31.1 | 31.1 | 28.7 |
| February | 25.7 | 27.6 | 28.8 | 31.9 | 30.8 |
| March | 26.0 | 31.3 | 29.2 | 33.8 | 31.8 |
| April | 23.0 | 27.7 | 30.7 | 33.7 | 31.8 |
| May | 26.3 | 28.4 | 28.1 | 30.9 | 30.7 |
| June | 25.6 | 30.4 | 31.5 | 32.0 | 29.8 |
| July | 23.6 | 27.2 | 32.1 | 31.0 | |
| August | 27.6 | 27.4 | 30.5 | 29.5 | |
| September | 27.5 | 26.7 | 28.8 | 29.9 | |
| October | 26.9 | 28.1 | 29.5 | 29.8 | |
| November | 27.0 | 26.4 | 31.1 | 29.2 | |
| December | 27.4 | 30.0 | 30.0 | 29.0 | |

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)

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------|-------------|-------------|-------------|-------------|-------------|
| January | 12.4 | 13.2 | 13.9 | 15.1 | 15.6 |
| February | 12.4 | 13.3 | 13.9 | 15.2 | 15.7 |
| March | 12.4 | 13.4 | 14.0 | 15.2 | 15.8 |
| April | 12.5 | 13.4 | 14.1 | 15.2 | 15.8 |
| May | 12.6 | 13.5 | 14.2 | 15.2 | 15.9 |
| June | 12.5 | 13.5 | 14.3 | 15.3 | 16.0 |
| July | 12.7 | 13.6 | 14.5 | 15.3 | |
| August | 12.7 | 13.6 | 14.6 | 15.3 | |
| September | 12.8 | 13.7 | 14.7 | 15.4 | |
| October | 12.9 | 13.9 | 14.9 | 15.5 | |
| November | 13.0 | 13.9 | 15.0 | 15.5 | |
| December | 13.1 | 13.9 | 15.1 | 15.5 | |