



## *News Release*

### **Ashland increases prices for hydroxyethylcellulose worldwide**

WILMINGTON, DELAWARE, January 17, 2017 – Ashland today announced that it will increase prices globally for its hydroxyethylcellulose (HEC) by 5 percent. This increase will take effect February 1, 2017, or as existing contracts allow.

While Ashland continues to focus on minimizing the impact of rising costs, continual cost increases in raw materials, packaging, labor, and regulatory compliance necessitate this pricing adjustment.

#### **About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a premier, global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are more than 6,000 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Ashland also maintains a controlling interest in Valvoline Inc. (NYSE: VVV), a premium consumer-branded lubricant supplier. Visit [ashland.com](http://ashland.com) to learn more.

#### **FOR FURTHER INFORMATION:**

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