

ASHLAND INC.  
Form 8-K  
September 22, 2008

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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): September 22, 2008

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, Covington, Kentucky 41011  
(Address of principal executive offices) (Zip Code)

P.O. Box 391, Covington, Kentucky 41012-0391  
(Mailing Address) (Zip Code)

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 22, 2008, 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 [www.ashland.com](http://www.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 2008, 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. Included in the financial information are the effects of changes in Ashland’s accounting methodology as a result of the implementation of Ashland’s enterprise resource planning (“ERP”) system. The new ERP system allows Ashland to report business results from certain foreign jurisdictions (which were previously on different computer systems) at the same time as North American operations. Previously this information was available only on a one-month lag. As a result of this change, operations in these non-North American jurisdictions generated thirteen months of business results in fiscal 2007. The change had an effect on business results reported in August and September 2007 and will continue to have an effect on any 12 month rolling average business results that contain August and September 2007 information. A summary of the effect on the rolling averages for August 2008 results is as follows:

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| Exhibit |  | August<br>2008 |
|---------|--|----------------|
| 99.1    | Ashland Distribution Sales / Shipping Day                                | No Change      |
| 99.2    | Ashland Distribution Revenue   | No Change      |
|         | Ashland Distribution Revenue - 12 Month Rolling<br>Average               | 2              |
| 99.3    | Ashland Distribution Gross Profit - 3 Month Rolling<br>Average           | No Change      |
|         | Ashland Distribution Gross Profit - 12 Month Rolling<br>Average          | No Change      |
| 99.4    | Ashland Performance Materials Sales / Shipping Day                       | No Change      |
| 99.5    | Ashland Performance Materials Revenue                                    | No Change      |
|         | Ashland Performance Materials Revenue - 12 Month<br>Rolling Average      | 3.5            |
| 99.6    | Ashland Performance Materials Gross Profit - 3 Month<br>Rolling Average  | No Change      |
|         | Ashland Performance Materials Gross Profit - 12<br>Month Rolling Average | No<br>Change   |
| 99.7    | Ashland Water Technologies Sales / Shipping Day                          | No Change      |
| 99.8    | Ashland Water Technologies Revenue                                       | No Change      |
|         | Ashland Water Technologies Revenue - 12 Month<br>Rolling Average         | 1.4            |
| 99.9    | Ashland Water Technologies Gross Profit - 3 Month<br>Rolling Average     | No Change      |
|         | Ashland Water Technologies Gross Profit - 12 Month<br>Rolling Average    | No Change      |
| 99.10   | Valvoline Premium Lubricants % of Branded Volume                         | No Change      |
| 99.11   | Valvoline Revenue  | No Change      |
|         | Valvoline Revenue - 12 Month Rolling Average                             | No Change      |
| 99.12   | Valvoline Gross Profit - 3 Month Rolling Average                         | No Change      |
|         | Valvoline Gross Profit - 12 Month Rolling Average                        | No Change      |
| 99.13   | Valvoline Lubricant Sales Gallons  | No Change      |
| 99.14   | VIOC 12 Month Rolling Average Sales                                      | No Change      |

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 Distribution's average sales per shipping day
- 99.2 Website data concerning Ashland Distribution's revenue
- 99.3 Website data concerning Ashland Distribution's gross profit
- 99.4 Website data concerning Ashland Performance Materials' average sales per shipping day
- 99.5 Website data concerning Ashland Performance Materials' revenue
- 99.6 Website data concerning Ashland Performance Materials' gross profit
- 99.7 Website data concerning Ashland Water Technologies' average sales per shipping day
- 99.8 Website data concerning Ashland Water Technologies' revenue
- 99.9 Website data concerning Ashland Water Technologies' gross profit
- 99.10 Website data concerning Valvoline's premium lubricants % of branded volume
- 99.11 Website data concerning Valvoline's revenue
- 99.12 Website data concerning Valvoline's gross profit
- 99.13 Website data concerning 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 thereunto duly authorized.

ASHLAND INC.  
(Registrant)

September 22, 2008

/s/ Lamar M. Chambers  
Lamar M. Chambers  
Senior Vice President,  
Chief Financial Officer and Controller

EXHIBIT INDEX

- 99.1 Website data concerning Ashland Distribution's average sales per shipping day
- 99.2 Website data concerning Ashland Distribution's revenue
- 99.3 Website data concerning Ashland Distribution's gross profit
- 99.4 Website data concerning Ashland Performance Materials' average sales per shipping day
- 99.5 Website data concerning Ashland Performance Materials' revenue
- 99.6 Website data concerning Ashland Performance Materials' gross profit
- 99.7 Website data concerning Ashland Water Technologies' average sales per shipping day
- 99.8 Website data concerning Ashland Water Technologies' revenue
- 99.9 Website data concerning Ashland Water Technologies' gross profit
- 99.10 Website data concerning Valvoline's premium lubricants % of branded volume
- 99.11 Website data concerning Valvoline's revenue
- 99.12 Website data concerning Valvoline's gross profit
- 99.13 Website data concerning Valvoline's lubricant sales gallons
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