

ASHLAND INC.  
Form 8-K  
September 23, 2010

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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 23, 2010

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

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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, 2010, Ashland Inc. will include the information contained in exhibits 99.1-99.18, 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 99.1-99.17 is summary information concerning key metrics for Ashland’s operating segments. The information contained in exhibit 99.18 is summary information concerning certain working capital components, expressed as a percentage of annualized sales for Ashland on a monthly basis for August 2010, 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 Aqualon Functional Ingredients' average sales per shipping day
- 99.2 Website data concerning Ashland Aqualon Functional Ingredients' sales
- 99.3 Website data concerning Ashland Aqualon Functional Ingredients' volume in metric tons
- 99.4 Website data concerning Ashland Hercules Water Technologies' average sales per shipping day
- 99.5 Website data concerning Ashland Hercules Water Technologies' sales
- 99.6 Website data concerning Ashland Hercules 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 Distribution's average sales per shipping day
- 99.16 Website data concerning Ashland Distribution's sales
- 99.17 Website data concerning Ashland Distribution's gross profit
- 99.18 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, 2010

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

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