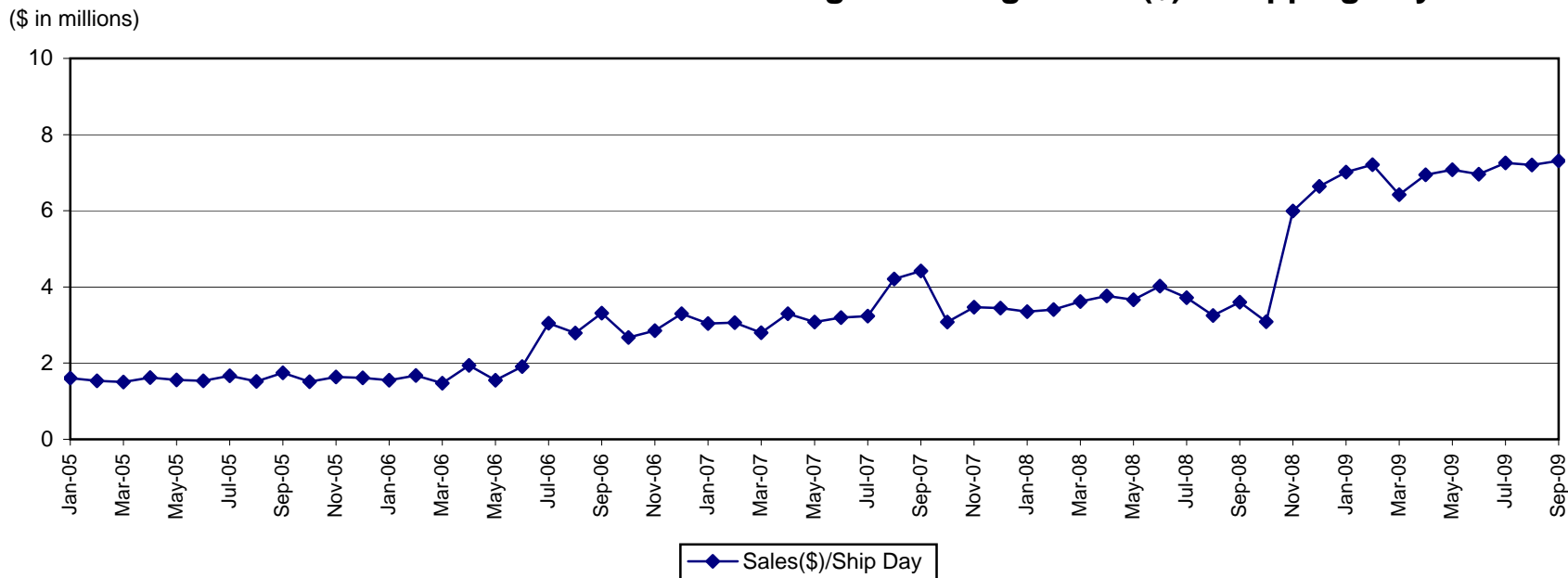




## Ashland Hercules Water Technologies Average Sales(\$)/ Shipping Day



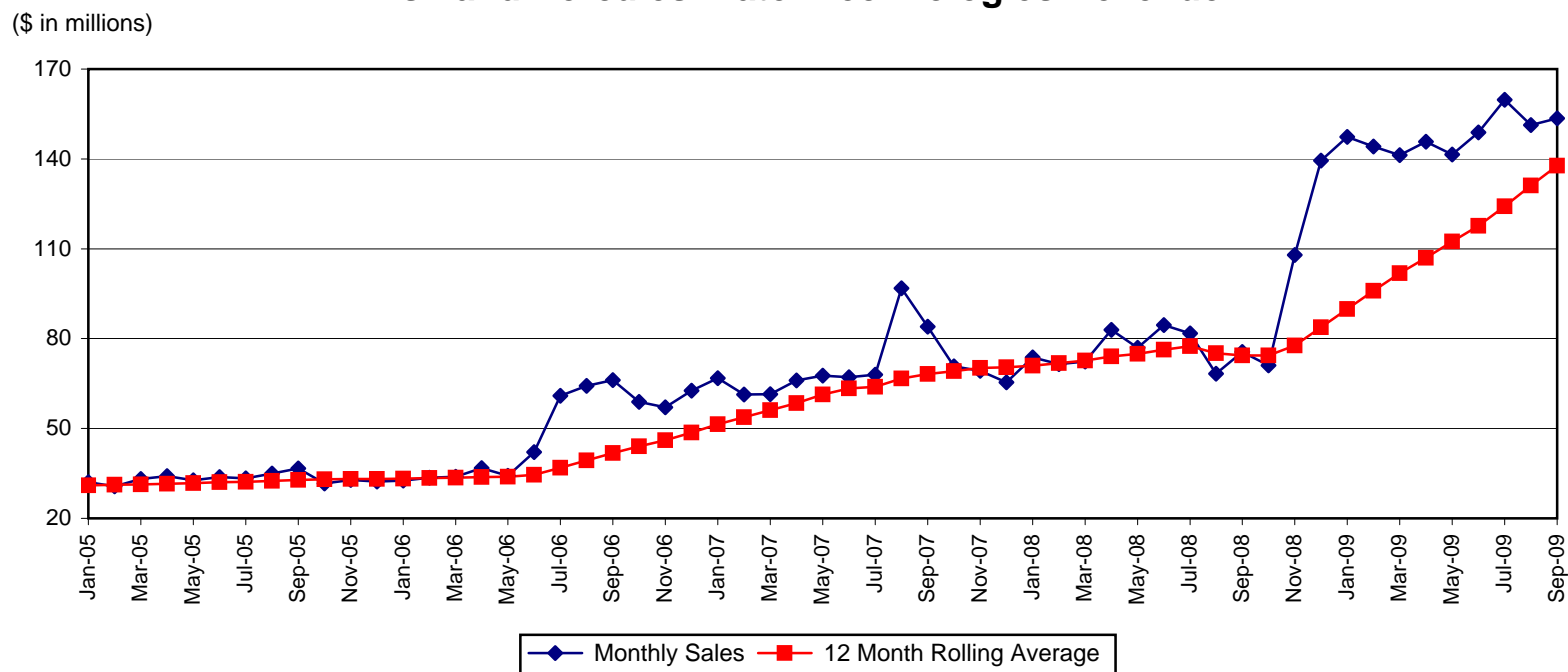
### Average Sales per Shipping Day (\$ in millions)\*

	2005	2006	2007	2008	2009
Jan	1.606	1.554	3.038	3.351	7.014
Feb	1.532	1.679	3.064	3.403	7.206
Mar	1.507	1.475	2.797	3.613	6.422
Apr	1.622	1.938	3.299	3.767	6.945
May	1.560	1.554	3.079	3.662	7.075
Jun	1.536	1.912	3.193	4.022	6.959
Jul	1.666	3.046	3.238	3.720	7.260
Aug	1.520	2.793	4.209	3.251	7.203
Sep	1.744	3.310	4.420	3.598	7.314
Oct	1.509	2.677	3.077	3.090	
Nov	1.639	2.853	3.467	5.994	
Dec	1.614	3.297	3.445	6.640	

\*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. In May 2006 Ashland acquired the water treatment business of Degussa AG.



## Ashland Hercules Water Technologies Revenue



**Monthly Sales (\$ in millions)\***

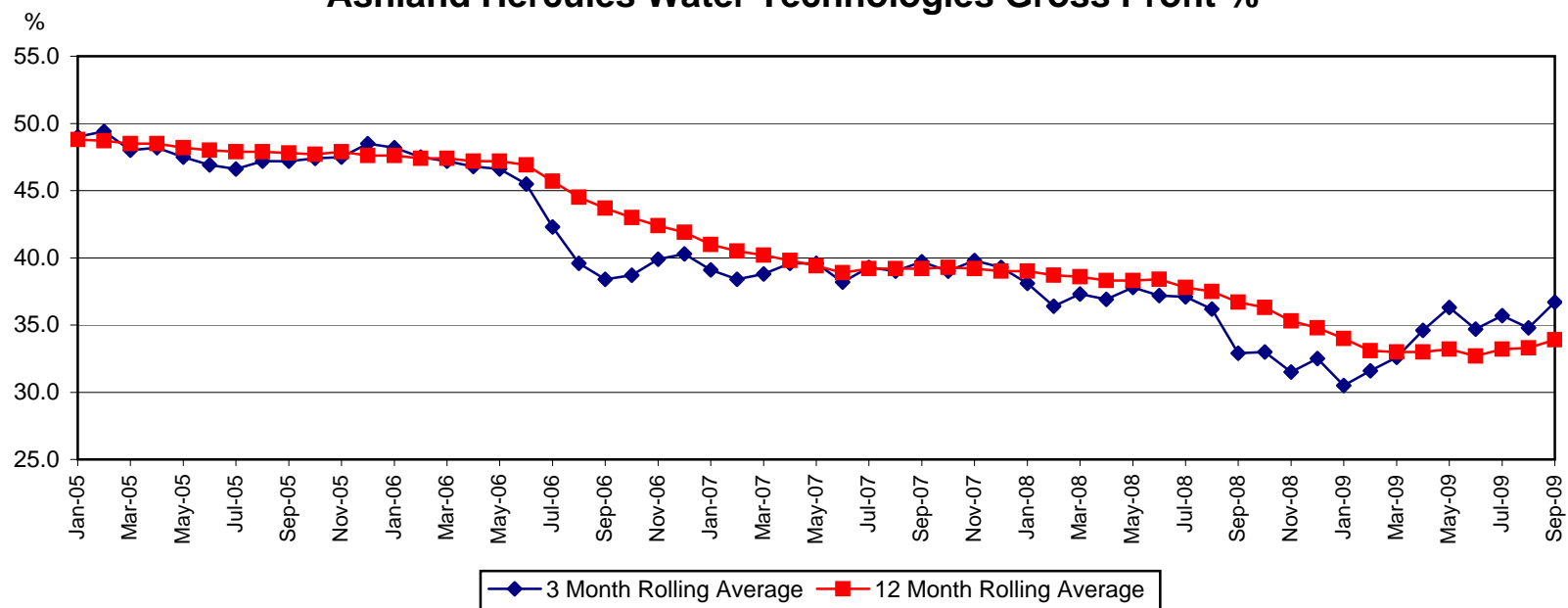
	2005	2006	2007	2008	2009
Jan	32.1	32.6	66.8	73.7	147.3
Feb	30.6	33.6	61.3	71.5	144.1
Mar	33.2	33.9	61.5	72.3	141.3
Apr	34.1	36.8	66.0	82.9	145.8
May	32.8	34.2	67.7	76.9	141.5
Jun	33.8	42.1	67.1	84.5	148.8
Jul	33.3	60.9	68.0	81.8	159.7
Aug	35.0	64.2	96.8	68.3	151.3
Sep	36.6	66.2	84.0	75.6	153.6
Oct	31.7	58.9	70.8	71.1	
Nov	32.8	57.1	69.3	107.9	
Dec	32.3	62.6	65.4	139.4	

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

	2005	2006	2007	2008	2009
Jan	31.0	33.2	51.4	71.0	89.9
Feb	31.2	33.5	53.8	71.8	96.0
Mar	31.3	33.5	56.1	72.7	101.8
Apr	31.5	33.8	58.5	74.1	107.0
May	31.8	33.9	61.3	74.9	112.4
Jun	32.1	34.6	63.4	76.3	117.7
Jul	32.2	36.9	64.0	77.5	124.2
Aug	32.5	39.3	66.7	75.1	131.1
Sep	32.9	41.8	68.2	74.4	137.7
Oct	33.0	44.0	69.1	74.4	
Nov	33.2	46.1	70.2	77.7	
Dec	33.2	48.6	70.4	83.8	

\*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. In May 2006 Ashland acquired the water treatment business of Degussa AG.

## Ashland Hercules Water Technologies Gross Profit %



**3 Month Rolling Average (%)\***

	2005	2006	2007	2008	2009
Jan	49.0	48.2	39.1	38.1	30.5
Feb	49.4	47.5	38.4	36.4	31.6
Mar	48.0	47.2	38.8	37.3	32.6
Apr	48.2	46.8	39.6	36.9	34.6
May	47.5	46.6	39.6	37.8	36.3
Jun	46.9	45.5	38.2	37.2	34.7
Jul	46.6	42.3	39.3	37.1	35.7
Aug	47.2	39.6	39.0	36.2	34.8
Sep	47.2	38.4	39.7	32.9	36.7
Oct	47.4	38.7	39.0	33.0	
Nov	47.5	39.9	39.8	31.5	
Dec	48.5	40.3	39.3	32.5	

**12 Month Rolling Average (%)\***

	2005	2006	2007	2008	2009
Jan	48.8	47.6	41.0	39.0	34.0
Feb	48.7	47.4	40.5	38.7	33.1
Mar	48.5	47.4	40.2	38.6	33.0
Apr	48.5	47.2	39.8	38.3	33.0
May	48.2	47.2	39.4	38.3	33.2
Jun	48.0	46.9	38.9	38.4	32.7
Jul	47.9	45.7	39.2	37.8	33.2
Aug	47.9	44.5	39.2	37.5	33.3
Sep	47.8	43.7	39.2	36.7	33.9
Oct	47.7	43.0	39.3	36.3	
Nov	47.9	42.4	39.2	35.3	
Dec	47.6	41.9	39.0	34.8	

\*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. In May 2006 Ashland acquired the water treatment business of Degussa AG.