

ASHLAND INC.  
Form 8-K  
January 28, 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): January 28, 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))

Item 7.01. Regulation FD Disclosure

On January 28, 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 99.1-99.15 is summary information concerning key metrics for Ashland’s operating segments and 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 3 month or 12 month rolling average business results that contain August and September 2007 information, as reported on the Form 8-K filed on November 21, 2007 for October, on the Form 8-K filed on December 21, 2007 for November, and this Form 8-K for December. A summary of the effect on the rolling averages including the December results is as follows:

| <b>Exhibit</b>  | <b>December<br/>2007</b> |
|---|--------------------------|
|   | No                       |
| 99.1 Ashland Distribution Sales / Shipping Day                                | Change                   |
| 99.2 Ashland Distribution Revenue   | No Change                |
| Ashland Distribution Revenue - 12 Month Rolling<br>Average                    | 4                        |
| Ashland Distribution Gross Profit - 3 Month Rolling<br>Average                | No Change                |
| 99.3 Ashland Distribution Gross Profit - 12 Month Rolling<br>Average          | No Change                |
|   | No                       |
| 99.4 Ashland Performance Materials Sales / Shipping Day                       | Change                   |
|   | No                       |
| 99.5 Ashland Performance Materials Revenue                                    | Change                   |
| Ashland Performance Materials Revenue - 12 Month<br>Rolling Average           | 4.6                      |
| Ashland Performance Materials Gross Profit - 3 Month<br>Rolling Average       | No                       |
| 99.6 Ashland Performance Materials Gross Profit - 12<br>Month Rolling Average | Change                   |
|   | -0.1%                    |
|   | No                       |
| 99.7 Ashland Water Technologies Sales / Shipping Day                          | Change                   |
|   | No                       |
| 99.8 Ashland Water Technologies Revenue                                       | Change                   |
| Ashland Water Technologies Revenue - 12 Month<br>Rolling Average              | 3.5                      |
| Ashland Water Technologies Gross Profit - 3 Month<br>Rolling Average          | No                       |
| 99.9 Ashland Water Technologies Gross Profit - 12 Month<br>Rolling Average    | Change                   |
|   | No                       |
|   | Change                   |
| 99.10 Valvoline Premium Oil Sales   | No Change                |
|   | No                       |
| 99.11 Valvoline Revenue   | Change                   |
| Valvoline Revenue - 12 Month Rolling Average                                  | 0.1                      |
| 99.12 Valvoline Gross Profit  | No Change                |
| Valvoline Gross Profit - 12 Month Rolling Average                             | No Change                |
|   | No                       |
| 99.13 Valvoline Lubricant Gallons   | Change                   |
|   | No                       |
| 99.14 VIOC 12 Month Rolling Average Sales                                     | 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 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 oil sales
- 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 gallons
- 99.14 Website data concerning Valvoline Instant Oil Change's twelve month rolling average sales
- 99.15 Ashland Distribution's non-GAAP metric information

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)

January 28, 2008

/s/ J. Marvin Quin  
J. Marvin Quin  
Senior Vice President  
and Chief Financial Officer

EXHIBIT INDEX

- 99.1 Website data concerning Ashland Distribution's 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 oil sales
- 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 gallons
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