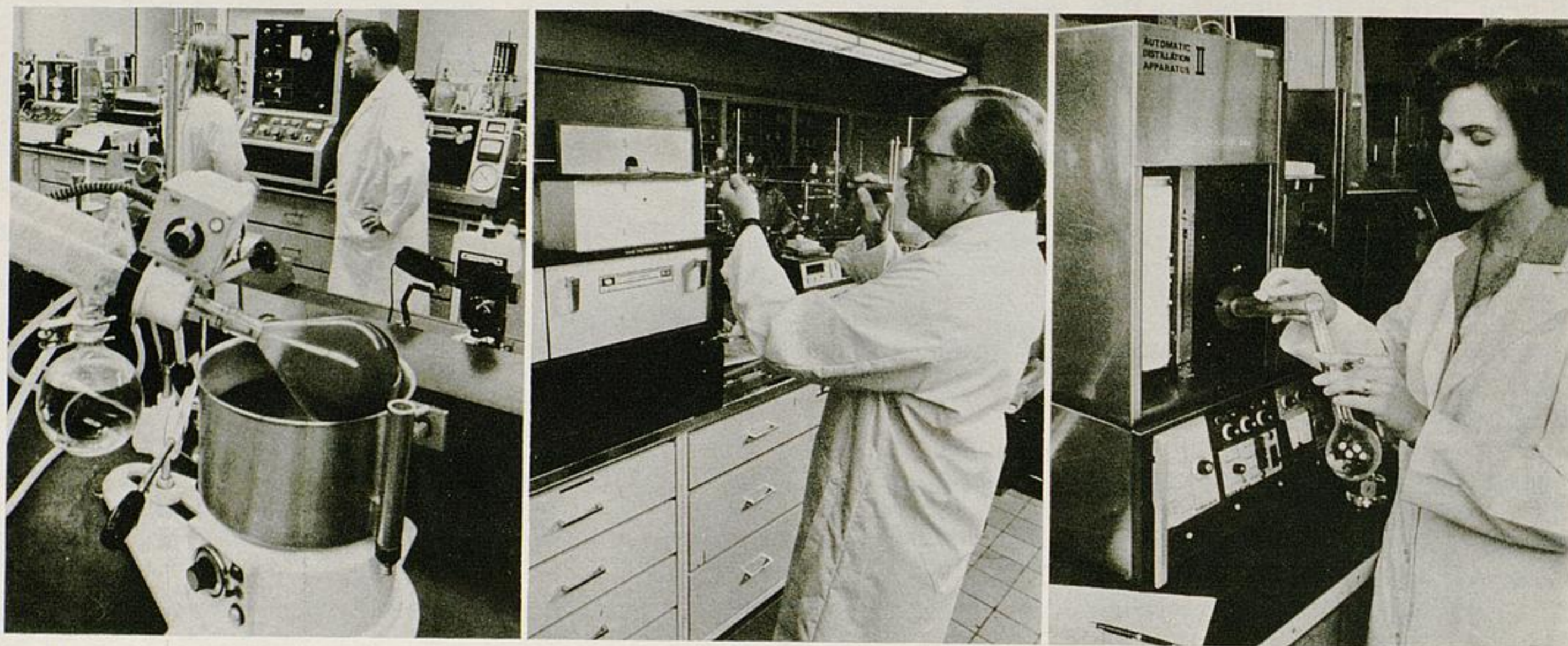


Ashland Oil has an infinite source of energy-



the creative minds of our research scientists and engineers.

Instead of searching around the world for new sources of crude oil, Ashland Oil is developing alternative sources of energy in the laboratory. For example:

More gasoline from crude oil. Ashland Oil's new Reduced Crude Conversion (RCC) process makes it possible to get 24 percent more gasoline out of every barrel of crude oil we refine. This means that Ashland will be able to produce the same amount of gasoline we're producing now, using fewer barrels of expensive crude oil.

And if the RCC process is adopted by other oil companies, America could substantially decrease its dependence on foreign crude oil.

Crude oil from coal. America has enough coal to take us well into the 22nd century. At Ashland Oil, we're experimenting with coal liquefaction, the process which turns coal into synthetic crude oil. This new

synthetic crude oil can be refined into gasoline and other petroleum products.

We now plan to build a major facility in Breckinridge County, Kentucky, to produce oil from coal commercially.

Both our RCC and coal liquefaction projects are under way at our refinery in Catlettsburg, Kentucky.

Gasohol from corn. Ashland will soon be able to meet 12 percent of America's goal for ethanol production from its coal-fired South Point, Ohio, ethanol plant.

By converting corn into ethanol (ethyl alcohol) and adding ethanol to gasoline, we'll be producing gasohol — a third important ingredient in America's formula for decreasing energy dependence.

At Ashland Oil, we're depending on one of America's greatest natural resources — new technology from our innovative research team.

