



The Lubrizol Corporation
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News Release

FOR RELEASE: Immediately

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Lubrizol K²M Makes Thirteen Lubrication Courses Available in Spanish

CLEVELAND, OH, September 4, 2007 – Lubrizol K²M, widely regarded as the most innovative lubricants school in the industry, is launching 13 of its offerings in Spanish. Lubrizol K²M is a service arm of The Lubrizol Corporation (NYSE: LZ).

Lubrizol K²M allows lubrication professionals to quickly and conveniently tap Lubrizol's vast lubrication chemistry and field test experience to learn how to promote, sell and troubleshoot lubricants. Now, Spanish-speaking lubrication professionals can access these programs and courses that their English-speaking counterparts have had available to them since May 2004:

- **Lubrication Fundamentals Chemistry Program**
The chemistry program is a good memory refresher or a stepping stone to advanced lubrication knowledge.
- **Transportation Specialist Series: Commercial Program**
Participants learn to discuss and diagnose commercial transportation lubrication—including API and Euro specifications, drain intervals, oil analysis, on- and off-road applications, and transmissions—with fleet managers.
- **CLS™ Expert Series: Lubrication Fundamentals Program**
Designed to build a credible understanding of the basics of lubrication, including the basics of lubricant additives, base oils, viscosity, and grease, the application of grease, and lubrication manufacturing as it applies to industrial manufacturing.
- **Subscription to 13 Self-Paced Courses**
Access to 13 self-paced courses and 1500 pages of lubrication reference material for 1 year. The courses—available anytime they are needed—put participants directly into real-life selling situations. Participants learn how to progress the sale and close the customer.

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To make it easy to check out the new Spanish language learning environment, in October Lubrizol K²M is hosting a Spanish Language Open House on its Web site: www.lubrizolk2m.net. Those who register in October are entered in the drawing to win prizes: 6-week Lubrizol K²M program subscriptions, Lubrication Reference Handbooks, or iPod Shuffles. Participants can increase their chances of winning by logging in the learning environment and doing activities such as taking a course, posting in the discussion forum or taking a quiz. Participants are entered once for each activity they perform.

Lubrizol K²M online courses give participants the practical lubrication knowledge and skills they need to successfully close more sales and solve more customer problems. They do this by introducing participants to virtual customers who ask relevant questions. The participant's job is to answer the customer's questions correctly in order to advance the sale.

In Lubrizol K²M online programs, industry experts guide participants through each step of the learning process. The programs combine online, self-study courses and written assignments with online discussion tools that allow idea exchange with peers. They include access to an extensive online library of current lubrication reference materials that are easily searchable by category or keywords.

Programs typically require about 2 hours a week for 6 weeks and conclude with a comprehensive exam.

The realistic sales simulations of lubrication issues teach how to ask the right questions in the right way and to accurately assess a customer's situation and provide an effective solution. As participants work through each course scenario with their virtual customers, their confidence and expertise grows.

The Lubrizol Corporation (NYSE: LZ) is an innovative specialty chemical company that produces and supplies technologies that improve the quality and performance of our customers' products in the global transportation, industrial and consumer markets. These technologies include lubricant additives for engine oils, other transportation-related fluids and industrial lubricants, as well as fuel additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for personal care products and pharmaceuticals, specialty materials, including plastics technology, and performance coatings in the form of specialty resins and additives. Lubrizol's industry-leading technologies in additives, ingredients and compounds enhance the quality, performance and value of customers' products, while reducing their environmental impact.

With headquarters in Wickliffe, Ohio, The Lubrizol Corporation owns and operates manufacturing facilities in 20 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 6,800 employees worldwide. Revenues for 2006 were \$4.0 billion. For more information, visit www.lubrizol.com.

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