



Your Pet's Mess Can Make You a Winner in the Spic and Span® "Unleash the Clean!" Photo Contest

April 14, 2010

Upload a Photo of Your Pet's Dirty Mess by May 15th For a Chance to Win Big for You and Your Pet

Irvington, NY - Does your pet drag in dirt from outdoors or make a big mess in the feeding area during mealtimes? If your answer is "yes," your pet's mess can make you a winner in the Spic and Span® "Unleash the Clean!" Photo Contest.

As America enters the spring season, it is a perfect time to photograph your pet and his or her dirty mess and submit it for a chance to win great prizes—a full Spring Cleaning of your home and a day of pampering for you and your pet! Feel free to pose along with your pet in the photo.

Of course, you can submit the photo before you clean up that mess with Spic and Span® Multi-Surface and Floor Cleaners. Spic and Span® Citrus and Sun Fresh carry the DfE Seal—Design for the Environment, from the U.S. Environmental Protection Agency, an indication that its ingredients are family and pet friendly and safer for the environment based on currently available information.

To enter the "Unleash the Clean!" Photo Contest, capture a photo of your cute pet and his/her mess. Then log onto www.spicnspan.com, click on the Contest Link to register, and upload your photo to enter the contest. All entries must be received by May 15, 2010. The first 500 entries will receive a free "Unleash the Clean!" pet leash from Spic and Span.

A panel of judges will select five exceptional photos and select one Grand Prize Winner and four First Place Winners. One Grand Prize Winner will receive a day of pampering for winner and winner's pet and a deep-cleaning of winner's home. First Place Winners will receive a "Clean Kit" gift basket of Spic and Span and other household cleaning products, as well as pet grooming products. Photos will be judged on the basis of creativity, relevance, humor and best overall photo. The winners will be announced on or about June 15, 2010. For a list of winners, available after July 15, 2010, visit www.spicnspan.com by August 15, 2010.

Visit our page on "Facebook" to learn more about the contest and Spic and Span® cleaners.

Spic and Span® is a product of The Spic and Span Company, a Prestige Brands Company (NYSE-PBH). Other household cleaning products marketed by Prestige include Comet® Cleanser and Chore Boy® scrubbers and sponges.

Summary of Contest Rules

NO PURCHASE IS NECESSARY TO ENTER THE "Unleash the Clean!" Photo Contest.

Void where prohibited by law. The contest is offered only in the United States of America to persons 18 years of age or older. Entries from non-residents of the United States of America are ineligible. All entries must be received by Prestige Brands, Inc. by 5:00 p.m. Eastern Standard Time on May 15, 2010. All entries will be judged to determine one Grand Prize Winner and four First Place winners on or about June 15, 2010, by a panel of judges, whose decisions are final on all matters relating to the contest. The first five hundred (500) persons who completely satisfy the entry conditions will receive a free "Unleash the Clean!" pet leash from Spic and Span®. The odds of winning any prize depend on the number of valid entries received by May 15, 2010. For a copy of the Official Rules, please see www.spicnspan.com or mail a stamped, self-addressed envelope to: Prestige Brands, Inc., 90 N. Broadway, Irvington, NY 10533, Attention: Dean Siegal.

Contact: Dean Siegal
914-524-6819