



VIA Partners with Prestige Brands to Launch National Ad Campaign for PediaCare

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Brand Celebrates Healthy & Happy Kids in New Integrated Campaign

PORTLAND, Maine, Nov 30, 2010 (BUSINESS WIRE) --

The VIA Group announced today that it has partnered with Prestige Brands Holdings, Inc. to launch an integrated campaign for PediaCare(R), a full line of pediatric over-the-counter products that treat a variety of children's ailments. The campaign repositions the brand for continued long-term growth.

At the center of the campaign are unique television spots, both celebrating the joys of healthy and happy children. The spots use a "cinéma verité" style, capturing parent-child moments in a way that is reminiscent of a home movie shot by a mom or dad.

"We were on-air with these compelling spots just two weeks after acquiring this line. It is our plan to reach consumers now, at the beginning of the cough/cold season when parents are most in need of remedies for their children's ailments," said Tim Connors, Chief Marketing Officer for Prestige Brands Holdings, Inc. "We are fully committed to support and invest in PediaCare as a key brand in the Prestige portfolio," he said.

One spot features a baby who has overcome a fever, and is enjoying a moment of pure joy--thanks to PediaCare.

http://humble.tv/clients/files/Pediacare_Edit/112210/Pediacare_LAUGH_HD_111510.mov

The other features a pre-adolescent girl whose condition and mood have improved to the point where she has become a "dancing queen."

http://humble.tv/clients/files/Pediacare_Edit/112210/DANCE_FINAL_HD_Feel_Better_ghost.mov

The TV spots were directed by John Budion, known for--among other things--his work with the E*TRADE(R) babies.

"We're proud to launch our first campaign for Prestige Brands," said John Coleman, VIA's CEO and founder. "It's a privilege to work with a client who encourages us to push boundaries and do work that is unique to the category. This campaign does just that while providing moments of joy that will resonate with any parent."

About PrestigeBrands Holdings, Inc. (NYSE-PBH)

The Company markets and distributes brand name over-the-counter healthcare and household cleaning products throughout the U.S., Canada, and certain international markets. Key brands include Chloraseptic(R) sore throat remedies, Clear Eyes(R) eye care products, Compound W(R) wart treatment, The Doctor's(R) NightGuard(R) dental protector, The Little Remedies(R) line of pediatric over-the-counter products, Comet(R) cleansers, PediaCare(R) children's over-the-counter healthcare products, Efferdent(R) and Effergrip(R) denture care products, Luden's(R) cough drops, and NasalCrom(R) allergy treatment.

About VIA

Founded in 1993, VIA is an agency with a long track record of helping companies grow by solving their toughest marketing, branding and advertising problems. The bigger the challenge the happier we are. Current clients include Welch's, Unilever, Samsung, Discover Card, FairPoint Communications, LoJack, Unum, DuPont, Colonial Life, Analog Devices and HP Hood, who are served from offices in Portland, Maine and New York City. More information is available at www.vianow.com.

SOURCE: Prestige Brands Holdings, Inc.

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