



## BC Powder to Become Official Sponsor of the Southeastern Conference

February 5, 2013

*Football and Basketball Fans Can Now Beat the Buzzer with Fast-Acting Relief*

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Feb. 5, 2013-- BC Powder®, the trusted choice for fast headache pain relief, today announced a new sponsorship with the Southeastern Conference (SEC).

Just in time for basketball championship season, the BC Powder sponsorship will introduce SEC fans to the fast-acting analgesic with a multi-tiered marketing campaign that includes 30-second television spots, radio broadcasts and consumer events that—like the campaign theme—are all about speed. The sponsorship will continue through football season this fall.

To jump start the new campaign, BC Powder will have a significant presence at Bridgestone Arena in Nashville at the Men's SEC basketball tournament from March 13 to 17. Visitors to Music City can preview BC Powder ads and images on a Video Board and LED panels, and enter the "BC Speed Zone," a unique fan experience at SEC Basketball Fanfare located at the Nashville Convention Center.

"For BC, sponsoring the SEC, renowned for its speed and dominant, fast-paced play, is a perfect fit," said Wendy Frye, Senior Brand Manager, BC Powder. "We want to remind sports fans that you don't need to wait for relief. SEC championship games are fast-paced and winners can be determined in a matter of seconds. BC Powder brings fast relief, so fans won't lose precious seconds rooting for their teams just because they have a headache."

The "It's All About Speed" campaign will be activated at retail through themed displays, remote radio broadcasts and a branded mobile unit to support on-site contests. This fall, the mobile unit will travel to select SEC campuses where fans can enter to win prizes, receive product samples and connect with Fast-Paced Ambassadors to learn more about BC Powder. Consumers will also have the chance to get some quick cash by participating in the BC Fast Cash money booth – a portable booth that challenges players to grab as much cash as they can in a short amount of time. The legendary analgesic will also join game-day festivities for the SEC Football Fanfare at the Georgia World Congress Center prior to the SEC Championship game.

BC Powder has had a loyal following since 1906, when Germain Bernard and C.T. Council created the pain relief formula at their pharmacy in Durham, North Carolina. A best-kept secret in the Southern United States, BC Powder has offered relief for headaches, body pain and fever for generations. In addition to the original and arthritis formulas, a Cherry variety was recently introduced.

BC Powder dissolves more quickly than tablets\*, and helps alleviate headache pain and minor body aches, and reduces fever. Individual doses are packaged in folded glassine paper for easy dispensing. BC Powder is available at Wal-Mart®, KMart®, Target®, most national drug chains and most food, drug, and convenience stores throughout the Southeast. It can also be purchased online at Amazon.com, Drugstore.com, Costco.com, as well as the websites of major drugstore chains. For more information, visit [www.bcpowder.com](http://www.bcpowder.com).

The Southeastern Conference was formed in 1933 and consists of 14 member institutions: Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Ole Miss, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M and Vanderbilt. The league currently sanctions championship play in nine men's sports and 12 women's sports. Its headquarters has been located in Birmingham, Alabama, since 1948. For more on the Conference, visit [www.SECDigitalNetwork.com](http://www.SECDigitalNetwork.com).

### About Prestige Brands Holdings, Inc.

The Company markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, and certain international markets. Core brands include Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, The Little Remedies® and PediaCare® lines of pediatric over-the-counter products, Efferdent® denture care products, Luden's® throat drops and Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.

\* NOTE: Results may not correlate to symptom relief.

Source: Prestige Brands Holdings, Inc.

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