



PediaCare® Cold & Flu Hydration Helps Keep Kids Hydrated When They Get Sick

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Product Replenishes Fluids and Provides Immune-Boosting Antioxidants

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Dec. 20, 2012-- Colds and flu can take a toll on anyone, especially on kids. This winter, don't let cold or flu symptoms keep your children in bed and away from their play dates or superhero duties. With new PediaCare® Cold & Flu Hydration, parents can help their children get the fluids and electrolytes they need to stay hydrated and on the road to feeling better.*

PediaCare® Cold & Flu Hydration replenishes vital nutrients lost from illness, plus provides immune-boosting antioxidants. Additionally, PediaCare® Cold & Flu Hydration contains less sugar than sports drinks, sweetened soda and juices, which can make stomach problems worse.

"When a child is ill, they can lose necessary vitamins and minerals that help keep them hydrated," said Carol Bishop, senior brand manager, PediaCare®. "PediaCare® Cold & Flu Hydration helps keep a sick child hydrated by replacing the lost fluid and electrolytes – without the added sugar of other drinks – while also providing antioxidants."

Cold & Flu Hydration is convenient and easy for parents to offer to their children. Packaged in single-use, premeasured packets, parents simply mix the grape-flavored powder with eight ounces of water and serve it to their child in a favorite cup. Convenient for at home or on the go, so kids can get better.

For more information on PediaCare® and the full line of products, visit www.pediacare.com. PediaCare® is a product of Prestige Brands Holdings, Inc. (NYSE:PBH), which markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, and certain international markets.

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.

** This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.*

Source: Prestige Brands Holdings, Inc.

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