



Your Vote Will Determine The Grand Prize Winner In The La La Luden's® Jingle Contest!

July 30, 2012

Vote Online For Your Favorite Jingle From Now - August 17, 2012

IRVINGTON, N.Y.--(BUSINESS WIRE)--Jul. 30, 2012-- **Luden's®**, the tasty throat drop brand that has soothed scratchy throats for over 130 years, continues its search for the best original jingle based on the theme, "Surprisingly Soothing, Simply Delicious!" Online voting for the Top 10 finalists to determine the Grand Prize Winner in the **La La Luden's®** contest begins now and runs through August 17th, 2012. The contest is an opportunity for **Luden's®** lozenge lovers, and those who want to be, to express their love for the deliciously tasty, iconic throat drop. Entries were received from across the country, and from people of all ages, with their original jingle using many different talents including singing, playing an instrument, video technology, and comedy.

Ten finalists have been selected by a panel of judges. Their videos are now up on the **Luden's®** website for viewing and voting. The Finalists are: Glen Everhart from Minneapolis, MN; Dan Bakst from Tampa, FL; Derek Jayson the Acapella group from Boston, MA (Derek Jason, Tracy Robertson, Francisco Ruiz, Dustin Hyatt and Mark Joseph); Brent Morgan from Madison, AL; Taron Ware from Bedford, VA; Nicole Adams from St. Louis, MO; Bruce Bergh from Hickory Hills, IL; Bree Curtis from Benson, AZ; Olivia Mitchell and Ryan Morris. The voting will take place from July 23-August 17, 2012 by logging onto www.Ludens.com and clicking on the **La La Luden's®** banner. One vote per person will be permitted daily. For more information on **La La Luden's®** and voting, please visit www.Ludens.com.

The Grand Prize winner, selected by the "People's Choice Vote," will have his or her jingle featured on the **Luden's®** website, win a cash prize of \$2,500, receive tickets to one of America's top talent search shows, and receive a year's supply of assorted **Luden's®** products. The remaining 9 finalists will receive \$100 American Express Gift Cards and assorted **Luden's®** products.

The Luden's line includes a variety of great-tasting throat drops such as the popular Wild Cherry, Sugar-Free Wild Cherry, Wild Honey, and Wild Berry. **Luden's® Throat Drops** are available in 14-count packs with a suggested retail price of **\$0.99** and bags of individually wrapped drops for **\$1.79**. New to the **Luden's®** line is **Luden's® Vitamin C** Supplement Drops, available in a 25-count bag with a suggested retail price of **\$1.79**. These delicious drops are made with **real orange juice** and contain 100% of the recommended daily value of Vitamin C. They are great tasting and convenient to have on hand, like other traditional **Luden's®** flavors.

For more information on **Luden's®** and the full line of products, log onto www.ludens.com. Luden's is a product of Prestige Brands Holdings, Inc. (NYSE-PBH), which markets and distributes brand name over-the-counter and household cleaning products throughout the U.S., Canada, and certain international markets.

For more information, go to www.prestigebrands.com

Source: Prestige Brands Holdings, Inc.

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