



Goody's® Partners with Martinsville to Promote the New Goody's™ Headache Relief Shot™

June 26, 2013

NASCAR Sprint Cup Race will be Named for the Innovative New Pain Reliever with Goody's® Renewing its Race Sponsorship Through 2015

MARTINSVILLE, Va. (June 25, 2013) – Goody's® pain reliever and Martinsville Speedway announced today a new name for the track's fall NASCAR Sprint Cup race and a sponsorship extension for one of the longest partnerships in NASCAR.

The October 27, 2013, NASCAR Sprint Cup race at Martinsville has been renamed the Goody's™ Headache Relief Shot™ 500 to promote the launch of the brand's innovative new pain reliever: a unique, single-dose liquid shot. Goody's has also renewed its sponsorship of the fall Sprint Cup race at Martinsville for another two years, through the 2015 season.

"Our new Goody's Headache Relief Shot is all about speed and fast pain relief and there is nothing else like it on the market," said Joseph Juliano, brand director, Goody's. "We want everyone to know about this great option for treating headaches, and what better place to highlight speed than Martinsville, where Goody's has such a long history and great connection with race fans.

"By renaming the Goody's Fast Relief 500 to highlight the Goody's Headache Relief Shot, we can let millions of NASCAR fans know about this fast and effective new pain reliever."

Goody's Headache Relief Shot is a single dose of pain reliever in a convenient, easy-to-take liquid form. Its unique packaging and fast liquid action formula are designed for consumers who need quick and long-lasting relief when they are on the go: a single shot of the great tasting liquid provides as much pain relief medication as extra-strength tablets and powders. For more information visit www.goodyshheadachereliefshot.com.

This year marks the 26th anniversary of the partnership between Martinsville Speedway and Goody's, and the Goody's Headache Relief Shot 500 is the 33rd Martinsville race sponsored by the fast pain relief product in six different divisions. Goody's first sponsored a Sprint Cup race at Martinsville in the fall of 1983, a race won by Ricky Rudd.

"Goody's has been a part of Martinsville for more than 25 years and we are proud to continue that tradition by renewing our sponsorship agreement for the next two years," said Juliano. "We have some great race weekend activities planned with our spokespeople Dale Earnhardt Jr. and Richard Petty, and look forward to seeing fans of Goody's and NASCAR at the track."

"It's hard to remember a time when Goody's wasn't a part of our family here at Martinsville Speedway," said Clay Campbell, the track's president. "It has been a remarkable relationship over the years and we are obviously excited about the next two years.

"I believe our fans will be excited, too. They realize that Goody's is part of the fabric of our sport and that the folks at Goody's are much like them ... loyal fans of the sport."

To purchase tickets for the Goody's Headache Relief Shot 500 weekend, call 877.RACE.TIX or visit www.martinsvillespeedway.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, Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.

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