

Clear Eyes® Announces Vanessa Williams as New Spokesperson

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TARRYTOWN, N.Y., May 30, 2013 /PRNewswire/ -- Clear Eyes® announced today that award-winning actress and singer, Vanessa Williams is joining the brand as its new spokesperson. Williams will star in a national advertising campaign, which will include several new television commercials that begin airing in June, and will also appear online in digital ads, on the Clear Eyes® website and the brand's Facebook page.

(Photo: <http://photos.prnewswire.com/prnh/20130530/NY23073>)

"As an actress I spend hours on stage under bright lights, reading scripts, sending emails and traveling on airplanes – conditions that create the perfect storm of dryness and irritation for my eyes," said Williams. "I always keep my Clear Eyes® eye drops with me, so I can immediately soothe and moisturize my eyes. It provides instant and long-lasting relief from dryness, redness and whatever irritates my eyes."

"With her indisputably beautiful, crystal clear eyes and long-time advocacy for eye health, Vanessa is a natural fit for the Clear Eyes® brand," said Tim Connors, Chief Marketing Officer for Prestige Brands, Inc. (NYSE:PBH). "Her star power and influence will help the brand reach millions of consumers who suffer from eye irritation."

Even though about 60% of adults suffer from some type of eye irritation, only about 33% use eye drops. The new campaign will raise awareness of dry eye and other eye irritations, and highlight the efficacy of Clear Eyes® over-the-counter eye drops, which provide fast-acting, multi-symptom relief and long-lasting comfort.

About Clear Eyes®

Clear Eyes® has a wide line of eye drops, each specially formulated for different types of eye conditions, and provides fast-acting relief for irritated eyes. Clear Eyes® products are available over the counter at drug, grocery, mass retail, club and convenience stores nationwide. For more information, visit www.cleareyes.com or www.facebook.com/cleareyes.

About Prestige Brands Holdings, Inc.

Prestige Brands Holdings, Inc. markets and distributes brand name over-the-counter and household cleaning products throughout the U.S. and Canada, and in certain international healthcare 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, BC® and Goody's® pain relievers, Bean® gas prevention, Debrox® earwax remover, and Gaviscon® antacid in Canada.

About Vanessa Williams

Actress, singer, author, entrepreneur and mother of four fierce kids, Vanessa Williams is one of the most respected and multi-faceted performers in entertainment. Her critically-acclaimed work in film, television, music and on the Broadway stage has earned her numerous awards and honors. She has sold over 20 million albums worldwide and her hit singles include The Right Stuff, The Comfort Zone, Save the Best for Last, and Colors of the Wind, the Golden Globe and Academy Award-winning theme from Disney's animated feature, "Pocahontas." She has starred on Broadway in shows such as "Kiss of the Spider Woman" and "Into the Woods," and can currently be seen in the Tony nominated play, "The Trip to Bountiful." Her many film credits include "Eraser," "Dance with Me," "Soul Food," and most recently Tyler Perry's "Temptation: Confessions of a Marriage Counselor." Vanessa has appeared in numerous mini-series, TV movies and hit television shows like ABC's "666 Park Avenue," "Ugly Betty" and "Desperate Housewives." In April 2012, Vanessa and her mother Helen landed on the New York Times Best Seller list after publishing the memoir, [You Have No Idea: A Famous Daughter, Her No-Nonsense Mother, and How They Survived Pageants, Hollywood, Love, Loss \(and Each Other\)](#). Last summer, Williams launched her popular skincare collection ReVitalistic on QVC.

SOURCE Prestige Brands Holdings, Inc.

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