

## Festival Miami Chooses Luden's® to Sweeten and Soothe Its 30th Anniversary Season

September 19, 2013

### *Luden's Named Official Throat Drop of the Festival*

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Sep. 19, 2013-- Luden's®, the iconic throat drop brand that has soothed scratchy throats for more than 130 years, is proud to announce it has been named the official throat drop of Festival Miami. The Festival, now in its 30<sup>th</sup> year, will have thousands of the throat drops available to both the audience and performers to help with minor throat discomfort which could interfere with performances during the month-long festival of diverse musical concerts.



Before the curtain goes up for each of the 27 days of performances, Luden's® drops will be available to help eliminate unnecessary throat discomfort and noise while the curtain is up.

Luden's® is famous for temporarily relieving minor throat discomfort and is available in a variety of flavors to satisfy everyone's taste buds. Beginning with the ever-popular Wild Cherry, the line of throat drops has expanded to include: Sugar-Free Wild Cherry, Wild Berry, Wild Honey, Honey-Lemon, Honey Licorice, Original Menthol, and Orange.

"We're thrilled to partner with Luden's," says Marianne Mijares, Director of Events for the University of Miami Frost School of Music, sponsor of the Festival. "An assortment of Luden's flavors will be available for both performers and our audiences all month long, and we know they'll help soothe those dreaded dry throats that can interrupt a performance. We are delighted that Luden's® is the Festival's official throat drop."

"Both the Festival and Luden's® enjoy a long history and a proud heritage," said Albert Hwang, VP at Prestige Brands, makers of Luden's®. "We are very pleased to join this esteemed month-long event in this anniversary year to do our part to enhance the performances for music lovers of all kinds."

For more information on Luden's®, and the full line of products, log onto [www.ludens.com](http://www.ludens.com).

### **About Prestige Brands Holdings, Inc. (NYSE:PBH)**

Prestige Brands markets and distributes brand name over-the-counter and household cleaning 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, BC® and Goody's® analgesics, Beano® gas treatment, Debrox® earwax remover, and in Canada, Gaviscon® antacid. For more information, go to [www.prestigebrands.com](http://www.prestigebrands.com).

Luden's Named Official Throat Drop of Festival Miami (Photo: Business Wire)

Source: Prestige Brands Holdings, Inc.

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