

Little Remedies® Teams Up with Celebrity Moms Tia Mowry-Hardt and Tamera Mowry-Housley to Launch “Say Yes to Less” Campaign Benefiting Make-A-Wish®

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Initiative Will Launch October 17 and Consumers Can Help Raise up to \$100,000 to Grant Wishes

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Oct. 17, 2013-- The Little Remedies® children's medicine brand has partnered with actresses and celebrity moms Tia Mowry-Hardt and Tamera Mowry-Housley to launch the “Say Yes to Less” campaign to benefit Make-A-Wish®. Beginning October 17, Little Remedies® will encourage consumers to log on to www.SayYes2Less.com and take a pledge to “Say Yes to Less” of the things their children don't need to live happy and healthy lives. Families can pledge that they will do things such as eat less sugar or create less waste. In return, Little Remedies® will donate \$1 to Make-A-Wish® for the first 100,000 people who take the pledge to “Say Yes to Less.”



“We’re huge fans of Little Remedies® and we both use the products with our own kids, so we’re thrilled to be working with the brand on the ‘Say Yes to Less’ campaign,” said Mowry-Hardt. “Taking a more wholesome approach to raising our kids is something we feel passionate about, so we’re excited to ask other parents to join us, and to see how families across the country will ‘Say Yes to Less,’” said Mowry-Housley.

As the official spokespersons for the pledge, Tia and Tamera will appear in a series of videos featuring families who personify the Little Remedies® philosophy, “Everything They Need, Nothing They Don’t,” by casting away doubt, fear, negativity and wastefulness from their lives. Their stories will inspire parents everywhere, as the families discuss how they were able to conquer the obstacles that were getting in the way of their health and happiness.

Celebrity mom Tamera Mowry-Housley visits families at Make-A-Wish Greater Los Angeles to launch the Little Remedies ‘Say Yes to Less’ campaign, benefiting the Make-A-Wish foundation, on Thurs., Oct. 17, 2013, in Los Angeles. Parents can take a pledge to “Say Yes to Less” of the things their children don’t need to live happy and healthy lives at www.SayYes2Less.com. (Photo by Casey Rodgers/Invision for Little Remedies/AP Images)

The Little Remedies® brand was created by a father and pharmacist who grew tired of searching for products for his children that were effective, but also made with ingredients he could feel good about. The brand provides parents with effective products to support the wellness of their

child. The products range from natural remedies, to medicine-based items that feature only the necessary ingredients—that means no artificial flavors, artificial colors, alcohol, saccharin or dyes.

“Make-A-Wish® helps make life better for children with life-threatening medical conditions,” said David Williams, president and chief executive officer, Make-A-Wish® America. “Through our alliance with Little Remedies®, we hope to inspire families everywhere to ‘say yes to less’ of the things their children don’t need and focus on small things they can do to make their lives better.”

Little Remedies® will submit a \$1 donation to Make-A-Wish® for each of the first 100,000 consumers who take the “Say Yes to Less” pledge. Consumers will then have the option to continue their commitment for up to 30-days by coming back to www.SayYes2Less.com to “check in” and confirm that they are following through with their pledge. After a key number of check-ins, consumers will be rewarded for their efforts with badges that are seen on their pledge page, and they will receive coupons for Little Remedies® products.

For more information on Little Remedies® and the full line of products, visit www.littleremedies.com. Little Remedies® is a brand 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, Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and

BC® and Goody's® headache powders.

About Make-A-Wish®

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish® is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish® grants a wish somewhere in the country every 38 minutes. It has granted more than 226,000 wishes since its inception in 1980; nearly 14,000 in 2012 alone. Visit Make-A-Wish® at wish.org to learn more.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131017005422/en/>

Source: Prestige Brands Holdings, Inc.

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