

ADDING MULTIMEDIA Country Music Duo Thompson Square Partners with Luden's to Celebrate "Voices Worth Hearing"

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Oct. 18, 2013-- Luden's, the soothing throat drop loved by voices everywhere, today announced a new partnership with Thompson Square, the reigning Academy of Country Music and Country Music Association "Vocal Duo of the Year." Keifer and Shawna Thompson will join Luden's on a new multi-media campaign this fall and winter to celebrate "Voices Worth Hearing." The campaign will include exclusive new videos and new content on Facebook and other digital channels. It will also give Thompson Square fans a unique peek behind the scenes of the music world.



In Nashville today, country music duo Thompson Square (Keifer and Shawna Thompson) and Luden's announced a new campaign to celebrate "Voices Worth Hearing." The new multimedia campaign will include exclusive new videos and new content on Facebook and other digital channels. It will also give Thompson Square fans a unique peek behind the scenes of the music world. (Photo: Business Wire)

consecutive ACM Award for "Vocal Duo of the Year" in April 2013 and is once again nominated for "Vocal Duo of the Year" at the 2013 CMA Awards on November 6th in Nashville.

Thompson Square's breakthrough hit "Are You Gonna Kiss Me Or Not" has surpassed two million in sales, was the #1 Digital Soundscan Single for 5 weeks straight, the #1 Country Ringtone for 12 consecutive weeks and the Most Played Song at Country Radio in 2011 (Mediabase). Thompson Square followed that success with the award-winning hit, "I Got You," and critically-acclaimed "Glass." Thompson Square's star continues to rise in 2013 with the #1 GOLD selling heart-tugger "If I Didn't Have You" and its current Top 40 hit, "Everything I Shouldn't Be Thinking About," both from the duo's current album, "Just Feels Good."

"Luden's is known for soothing voices everywhere. Now we want to celebrate those voices, and what better way to do that than through music," said Albert Hwang, vice president of marketing for Luden's and its parent company, Prestige Brands. "When we first heard and then met Keifer and Shawna Thompson, we knew we had found the right partners for our new 'Voices Worth Hearing' campaign. Their own story is inspiring, and we knew they could inspire others to share their voices."

The story of Thompson Square is a well-known one in Music City. Arriving in Nashville the same week - Keifer from Miami, Okla., Shawna from Chatom, Ala. - the two met almost immediately at a singing competition, and have been inseparable since. The duo's self-titled first album was released in 2011 and spawned the double platinum #1 hit, "Are You Going To Kiss Me Or Not." The 2013 CMA nominee's second album, "Just Feels Good," is in stores now. They are two-time Academy of Country Music Award winners and a Country Music Association Award winner as well as GRAMMY and American Music Award nominees. They are currently on tour with Country superstar Luke Bryan.

"Both Shawna and I are big fans of Luden's and use it all the time," said Keifer Thompson. "Since we hear from our fans so often, we also loved the idea of the 'Voices Worth Hearing' campaign. We look forward to working with Luden's to find the many talented voices out there, and to share them with our fans."

For more information about Luden's soothing throat drops, visit www.ludens.com.

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

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 and Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.

About Thompson Square:

In the last two years, Stoney Creek Records' Thompson Square has earned over 25 awards show nominations – including 2 GRAMMY as well as American Music Award and Teen Choice Award nods – and made music history when it was awarded awards from both the ACM and CMA for "Vocal Duo of the Year" in 2012. Thompson Square was awarded its second

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131018005837/en/>

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