

Country Music Duo Thompson Square and Luden's® Select Musician Daisy Mallory for "Voices Worth Hearing" Campaign

December 16, 2013

NASHVILLE, Tenn.--(BUSINESS WIRE)--Dec. 16, 2013-- Aspiring singer-songwriter Daisy Mallory was treated to the surprise of a lifetime when award-winning country music duo Thompson Square selected her as a "Voice Worth Hearing" for their new multi-media campaign with Luden's®, the soothing throat drop loved by voices everywhere.



Keifer and Shawna Thompson of Thompson Square rehearse with aspiring singer-songwriter Daisy Mallory, who was chosen to sing with the band as part of Luden's® "Voices Worth Hearing" campaign. (Photo: Business Wire)

Keifer and Shawna Thompson surprised Mallory at a rehearsal session in a Nashville recording studio. Mallory was under the impression that she was part of a new project featuring up and coming musicians like herself. The surprise didn't end there, as Thompson Square then invited the 20-year-old to perform in a private show with them at The Wheel in Nashville, Tenn., the venue where Keifer and Shawna worked side-by-side as bartenders before signing to Stoney Creek Records.

"When somebody has a great voice, you know it within the first few seconds of the song because they make it their own," said Keifer Thompson. "Shawna and I knew Daisy's voice was worth hearing from the moment she sang. Her presence and ambition are well beyond her years, and we could not be more excited to share her talents with our fans as she continues in her career."

Mallory started writing songs and playing the guitar at the age of nine and has been performing live since she was 12-years-old in her hometown of Cave Creek, Ariz. In 2010, Mallory moved to Nashville to pursue

her passion for country music full-time.

"I am a huge fan of Thompson Square, and as you can imagine I was incredibly surprised when Keifer and Shawna walked into the studio," said Mallory. "Knowing that they saw my video and chose me to be part of the 'Voices Worth Hearing' campaign was exciting and humbling. There are so many amazing voices out there, and I can't believe they chose mine. I'm so grateful to Shawna, Keifer, Luden's and everyone else who made this experience possible. It really is a once in a lifetime opportunity."

Luden's®, the soothing throat drop loved by voices everywhere, is partnering with country music duo Thompson Square on its "Voices Worth Hearing" campaign. Together, Luden's® and Thompson Square will create exclusive new videos and other content celebrating voices worth hearing for Facebook and other digital channels, giving fans a unique peek behind the scenes of the music world. Luden's® will release a video documenting Daisy's rehearsals and performance with Thompson Square as part of the campaign.

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 healthcare 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, 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 consecutive ACM Award for "Vocal Duo of the Year" in April 2013.

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 25 hit, "Everything I Shouldn't Be Thinking About," both from the duo's current album, JUST FEELS GOOD.

For more information about Thompson Square, please visit <http://www.thompsonsquare.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131216005461/en/>

Source: Prestige Brands Holdings, Inc.

GolinHarris

Sarah Ingram, (213) 438-8780

singram@golinharris.com

or

Chad Nishimura, (213) 438-8776

cnishimura@golinharris.com

or

Dashboard Media (for Thompson Square)

Natalie Kilgore, (615) 610-2096

Natalie.Kilgore@dashboardmedia.biz