

## Dale Earnhardt Jr. Introduces His Fastest Fan

December 19, 2013

*Fans Select Winning Video in the Goody's® Headache Relief Shot® Fastest Fan Challenge*

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Dec. 19, 2013-- Dale Earnhardt Jr., the driver known for his speed on and off the NASCAR track, today announced the winner of the Goody's® Headache Relief Shot® Fastest Fan Challenge. The Challenge asked fans to create videos depicting their fastest moments, and launched with a video featuring Dale Jr. speeding through his own day.

Matthew Perkins of Los Angeles, California, won the Challenge with a video showcasing his fast cooking skills. Perkins will receive an ultimate NASCAR tailgate weekend hosted by Goody's® and Dale Jr., including a race weekend RV, travel to and from the Goody's® Headache Relief Shot® 500 in Martinsville, Virginia, tickets to the race with VIP access to the garage and pit areas, \$1,000 in spending money, and a personal meeting with Dale Earnhardt Jr.

The winner of the Fastest Fan Challenge was chosen by popular vote from a group of five finalists. Nearly 50,000 fans voted, with Perkins receiving the most votes. The winning video, as well as the Challenge video starring Dale Jr., can be viewed on the [Goody's Headache Relief Shot](#) Facebook page.

"Working with the Goody's team on the Fastest Fan Challenge was a lot of fun," said Dale Earnhardt Jr. "Our fans are extremely creative, and I enjoyed seeing what they could do to portray speed. I am looking forward to meeting Matthew Perkins at next year's Goody's Headache Relief Shot 500."

Goody's® Headache Relief Shot® is a single dose of pain reliever in a convenient, easy-to-take liquid form. Its unique packaging and liquid fast action formula are designed for consumers who need quick and long-lasting relief when they are on the go: a single shot of the great tasting liquid provides as much pain relief medication as extra-strength tablets and powders. Goody's® Headache Relief Shot® is available nationally at Walgreen's, Kroger, Dollar General, and K-Mart. For more information visit [www.goodysheadachereliefshot.com](http://www.goodysheadachereliefshot.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.

Source: Prestige Brands Holdings, Inc.

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