

## Dale Earnhardt Jr. Featured On Exclusive, Interactive Goody's® Collector's Pack

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*Fans can create photos with the NASCAR legend using [Blippar](#) augmented reality featured on limited edition Goody's packages*

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Aug. 26, 2014-- As a successful year for NASCAR pro Dale Earnhardt Jr. continues to rev up, [Goody's](#) is giving fans new ways to support their favorite driver through the season's end. The legendary headache powder brand, known for its speedy relief, is featuring Earnhardt in special collector's edition packaging, new TV ads and radio spots, plus exclusive video and augmented reality fan photos.

This is the second year Earnhardt has served as a Goody's spokesman, continuing the brand's deep, 37-year NASCAR relationship. For the first time ever, Earnhardt will be featured on special limited editions of Goody's Extra Strength Headache Powder 50-count packages and Goody's Cool Orange powder 24-count packages. The collectible packaging featuring Earnhardt will be available at retailers for a limited time only, starting in August and while supplies last.

In addition to being featured on packaging for the first time, Earnhardt's presence on Goody's Cool Orange powder 24-count packages will include an interactive element. To unlock exclusive content and create photos with Dale Earnhardt Jr., fans simply download the free Blippar app and hover the smartphone (Android, Apple or Windows) over the Cool Orange packaging.

"This has been a memorable year for me both on and off the track," Earnhardt said. "One of the great successes, for me personally, has been embracing new ways to connect to fans. This creative idea from Goody's energizes me because it continues that trend of exploring cool ways to enhance the overall experience. Now fans can enjoy the benefits to Goody's Cool Orange by what's on the package and not just what's in the package."

Earnhardt provided input into the development of the new Goody's campaign, from the design of the new interactive packaging to the production of the new TV and radio ads in support of Goody's® Headache Relief Shot®. In the TV ad, Earnhardt stresses Goody's effectiveness and fast pain relief, which is particularly important when he is gearing up for a major race. The TV ad will run in major markets through the end of the racing season, and into 2015. To see the TV ad featuring Earnhardt, visit the [Goody's Headache Relief Shot official YouTube channel](#).

"For the first time in Goody's history, we are giving our fans both collectible packaging and a chance to unlock new interactive, digital content featuring their favorite NASCAR driver," said Joseph Juliano, brand director for Goody's. "Goody's is all about speed, and Dale Earnhardt Jr. has been a real force on the racetrack this year, showing his speed every weekend. So Goody's is thrilled to bring his fans closer to him than ever before."

The interactive Cool Orange packs, as well as the Earnhardt TV and radio ads, come in advance of the Goody's Headache Relief Shot 500 at Martinsville Speedway on Oct. 26, 2014. All eyes will be on the race, which is the first in the Eliminator round of the new Sprint Cup championship format. At the race, Goody's will be providing track guests with samples of Goody's Headache Relief Shot.

Goody's Powder, part of the Prestige Brands portfolio (NYSE-PBH), became the first non-automotive sponsor in NASCAR in 1977 when it signed the legendary Richard Petty as a spokesperson. Petty's partnership with Goody's thus started one of the longest-running relationships in sports promotion. Earnhardt is a third-generation NASCAR driver and 2004 Daytona 500 winner. Earnhardt has won the National Motorsports Press Association Most Popular Driver Award for 11 years in a row.

For more information about Goody's fast pain relief products, visit [www.goodyspowder.com](http://www.goodyspowder.com).

### **About Prestige Brands Holdings, Inc.**

The Company markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, Australia, 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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