

Fiber Choice® Challenges Consumers To Make The Switch With Website Sweepstakes

September 3, 2014

Enter the Fiber Choice® Get Picky Sweepstakes for a chance to win a \$500 debit gift card

TARRYTOWN, N.Y., Sept. 3, 2014 /PRNewswire/ -- This September, Fiber Choice® challenges consumers to get picky and switch to a Fiber Choice® product for their daily fiber supplement with a special website sweepstakes. Most Americans only get half the recommended daily amount of fiber. Even for the healthiest eaters, it can be a challenge to incorporate 25 to 30 grams of fiber each day to maintain one's health and well being. From now until Sept. 30, consumers can visit www.fiberchoice.com/consumerchallenge and enter the sweepstakes for a chance to win a \$500 debit gift card.



"Fiber Choice® products are a great-tasting simple way to help close the gap between the fiber you get from food and the fiber you need for good overall digestive health," said Jacob Martin, Fiber Choice® brand manager. "Each serving contains as much natural fiber as two cups of raw spinach or a cup of steamed cauliflower, so when you don't get enough fiber through food, like most Americans, these chewable treats are the next best thing."

To participate in the Get Picky Sweepstakes, no purchase is necessary. Consumers can visit www.fiberchoice.com/consumerchallenge, enter their name, email address, and indicate why they want to make the switch to Fiber Choice®. Every week, five lucky "runner up" winners will win a 90ct Fiber Choice® product and following the close of the sweepstakes, one lucky grand prize winner will win a \$500 debit gift card.

Fiber plays a large role in our overall health and Fiber Choice® products contain 100 percent natural soluble fiber to help support the immune system, digestive tract, regularity, and may be taken every day as part of an ongoing effort to live a healthier life. Fiber Choice® supplements come in five formulas: Fiber Choice® chewable tablets; Fiber Choice® Fruity Bites; Fiber Choice® Weight Management; Fiber Choice® Plus Calcium; and Fiber Choice® Plus Antioxidants.

Must be 18+ and a legal resident of a state of the U.S., or the District of Columbia to enter. Void where prohibited. For more information on Fiber Choice® products or sweepstakes rules, visit www.fiberchoice.com/consumerchallenge. Take the challenge and make the switch today.

About Fiber Choice®

Fiber Choice® products contain 100% natural fiber to help support the immune system, digestive tract and overall health. Supplements come in five formulas: Fiber Choice® original formula; Fiber Choice® Fruity Bites; Fiber Choice® Weight Management; Fiber Choice® Plus Calcium; and Fiber Choice® Plus Antioxidants. Fiber Choice® fiber supplements are available at most mass merchandisers, drug stores and grocery stores throughout the United States and are available on line at www.drugstore.com and www.amazon.com. For more information visit FiberChoice.com.

About Prestige Brands Holdings, Inc.

Prestige Brands Holdings, Inc. markets and distributes brand name over-the-counter health care 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, BC® and Goody's® pain relievers, Beano® gas prevention, Debrox® earwax remover, and Gaviscon® antacid.

Fiber Choice®

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