

Goody's Revs Up Partnership With NASCAR's Dale Earnhardt Jr.

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Earnhardt Jr. Set to Race in Goody's Car in April 10 XFINITY Series Race at Texas Motor Speedway

DALLAS--(BUSINESS WIRE)--Apr. 9, 2015-- As part of a continued partnership with [Goody's®](#), the brand known for its fast-acting headache relief, Dale Earnhardt Jr. will be driving a Goody's-sponsored car in this week's NASCAR XFINITY Series race on April 10 at Texas Motor Speedway.



Dale Earnhardt Jr. and the No. 88 Goody's car (Photo: Business Wire)

Earnhardt Jr., the most popular driver in NASCAR racing today, has been a spokesperson for Goody's for the past three years. This will mark the first time that Earnhardt Jr. will drive the No. 88 Goody's car in a NASCAR XFINITY Series race and the third XFINITY race in which Earnhardt Jr. has driven this season.

"Dale Jr. has been a tremendous partner for the Goody's team," said Joseph Juliano, brand director for Goody's. "He personifies speed on the race track, just like Goody's does off the track. We're excited for his showing at this week's XFINITY Series race."

As part of its larger partnership with Earnhardt Jr., in May Goody's also will debut a new television campaign featuring Earnhardt Jr. It will showcase his speed and the fast pain relief of Goody's® Powder and Goody's® Headache Relief Shot® in an exciting, "Goody's Fast" way!

"I'm proud of my continued partnership with long-time NASCAR sponsor, Goody's,"

said Dale Earnhardt Jr. "They have shown their commitment to the sport over the years and I'm ready to get out there and represent them on the track."

This weekend will have Earnhardt Jr. pulling double duty at Texas Motor Speedway, racing in both the XFINITY Series race on Friday night and the Sprint Cup Series race on Saturday night.

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 continuing partnership with Goody's thus started one of the longest-running relationships in sports promotion. Goody's NASCAR family expanded in 2013 with Earnhardt Jr., a third-generation NASCAR driver and two-time Daytona 500 winner. He has won the National Motorsports Press Association Most Popular Driver Award for 12 years in a row. For more information about Goody's fast pain relief products, visit 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® earwax remover, Beano® digestive aid, Gaviscon® antacid in Canada, Monistat®, Nix®, BC® and Goody's®.

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Source: Prestige Brands Holdings, Inc.

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