

## Goody's® and Dale Earnhardt Jr. Launch Exclusive 'Dale Jr. Photo Finish' Limited Edition Trading Card Set at the 2016 Goody's® Fast Relief 500 on Oct 30th

October 26, 2016

**Exclusive Dale Jr. Trading Cards Included in Specially-Marked Goody's Packages; Fans that Collect All Four Eligible to Receive a Fifth Special Edition Dale Jr. Trading Card**

MARTINSVILLE, Va., Oct. 26, 2016 /PRNewswire/ -- [Goody's®](#) Powder and spokesperson Dale Earnhardt Jr. launched the "Dale Jr. Photo Finish," a limited edition trading card set featuring Dale Earnhardt Jr. The collectable trading series celebrates great racing moments and Dale Jr.'s family racing legacy and are available for a limited time on select Goody's® Powder packages. Fans that collect all four cards will be eligible to complete their set by earning a fifth and final exclusive collector's edition Dale Jr. trading card. The "Dale Jr. Photo Finish" cards will be unveiled at the Goody's® Fast Relief 500 at Martinsville Speedway on October 30.



"The trading card set showcases some great moments from our partnership with Goody's, whether it be when I've raced their paint scheme the past few years or when we won the Goody's 500 at Martinsville back in 2014," Earnhardt Jr. said. "Goody's has been an incredible partner for both me and the sport for a long time, and I really enjoy seeing the exciting programs they come up with each year to drum up excitement for the fans."

The Goody's Dale Jr. Photo Finish collectable trading cards are available on specially marked Goody's Powder packages, including: [Goody's® Extra Strength Headache Powder](#), [Goody's® Cool Orange Headache Powder](#), [Goody's® Mixed Fruit Blast Headache Powder](#) and [Goody's® PM for Pain](#) with Sleeplessness. Fans that collect the entire four card mini-set can complete their set and receive a fifth special edition Dale Jr. card by visiting [www.picfly.me/goody's](http://www.picfly.me/goody's) and submitting an image of all four cards via their smartphone through May 31, 2017.

"Goody's is excited to bring our fans an exclusive collectable trading card set that features Dale Jr.," said Joseph Juliano, vice president of marketing, Goody's. "On and off the track, Dale is and continues to be an icon for the sport of racing and the Goody's brand. We're excited to continue to team with him to offer his fans a collectable trading card series and show support for the Goody's brand and products, which offer fast pain relief when his fans need it most."

In addition to launching the Dale Earnhardt Jr. trading cards, Goody's® will be on-site at the Goody's Fast Relief 500 at Martinsville Raceway on October 29-30 hosting the Goody's Fast Relief Zone. The Goody's Fast Relief Zone area will feature a replica of the Goody's #88 car driven by Dale Jr., and feature a virtual driving experience that lets fans get behind the wheel. Fans will also receive free product samples.

Goody's® Powder 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 history, which will continue when Petty serves as the grand marshal for the Goody's® Fast Relief 500 at Martinsville Speedway. Earnhardt Jr. is 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](http://www.goodyspowder.com).

**About Prestige Brands Holdings, Inc.**

Goody's® Powder is a product of Prestige Brands (NYSE: PBH); other brands marketed by the company include brand name over-the-counter and household products throughout the U.S. and Canada, Australia, and certain international markets. The company's healthcare brands include Monistat women's health products, Nix lice treatment, Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, Little Remedies® line of pediatric over-the-counter products, Efferdent® denture care products, Luden's® throat drops and Dramamine® motion sickness treatment, BC® and Goody's® pain relievers, Debrox® earwax remover, Beano® gas prevention and Gaviscon® antacid in Canada.

**Media Contacts:**

Myles Worthington  
347-453-9331  
[mworthington@golin.com](mailto:mworthington@golin.com)

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