

## **Chloraseptic Expands Leadership in Throat Relief with New Salt Water Gargle; Cooling Menthol Taste, Pre-Mixed Convenience to Drive Customers to Unique Product**

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IRVINGTON, N.Y.--(BUSINESS WIRE)--June 8, 2005--

New Salt Water Gargle expands Chloraseptic line to address the early stages of throat discomfort

Prestige Brands Holdings, Inc. (NYSE:PBH), a consumer products company with a diversified portfolio of well-recognized brands, and producer of Chloraseptic(R), the most trusted name in sore throat relief, today announced the next evolution in the fight against throat discomforts - Chloraseptic Salt Water Gargle.

Salt water gargles have been a tried-and-true home remedy for soothing throats for decades. Salt water gargles are recommended by family physicians, the Harvard Medical School and the National Institutes of Health(1) as a useful, safe, and effective home remedy. However, objectionable taste and inconvenience of mixing have always been problems for consumers. Chloraseptic Salt Water Gargle provides relief for minor throat irritation in a convenient, ready-mix formula with a pleasant menthol flavor that provides a cooling sensation and masks the salt flavor.

Mike Fink, Senior VP of Marketing, said, "We've known for some time that many consumers rely on salt water gargles at the first sign of throat discomfort. But they hate the taste and have difficulty getting the salt to dissolve completely. We've responded to that need with a convenient pre-mixed package of fresh-tasting gargle that sacrifices none of the important properties of this traditional home remedy."

Chloraseptic Salt Water Gargle is expected to ship to retailers in August 2005, and complements the current Chloraseptic sore throat line, which includes Chloraseptic Spray, Strips, Lozenges and Liquid in a variety of flavors. Chloraseptic Cool Mint Gargle is available to treat more serious sore throat pain.

### About Chloraseptic

Chloraseptic, the most trusted name in sore throat pain relief, has a full line of products that provide immediate relief for sore throats and mouth pain. Since 1957, Chloraseptic is the name doctors have trusted and today recommend most for fast and long-lasting relief of sore throat pain. Visit [www.chloraseptic.com](http://www.chloraseptic.com).

### About Prestige Brands Holdings

Prestige Brands Holdings is a marketer and distributor of brand name over-the-counter drug, personal care and household cleaning products sold throughout the United States and Canada. Key brands include Compound W(R) wart remover, Chloraseptic(R) sore-throat relief products, New-Skin(R) liquid bandage, Clear eyes(R) and Murine(R) eye and care products, Little Remedies(R) pediatric over-the-counter healthcare products, Cutex(R) nail polish remover, Comet(R) and Spic & Span(R) household cleaner and several other well-recognized brands. Prestige Brands is headquartered in Irvington, New York.

(1) References can be found at the following website links: (Harvard Medical School Reference) [http://www.intelihealth.com/IH/ihlIH?t=25683&p=-br,IHW|-st,23722|-r,WSIHW000|-b,\\*](http://www.intelihealth.com/IH/ihlIH?t=25683&p=-br,IHW|-st,23722|-r,WSIHW000|-b,*) (see "Treatment" section). (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.) (National Institutes of Health Reference) <http://www.niaid.nih.gov/factsheets/cold.htm> (see "Treatment" section.)

### MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4906083>

CONTACT: Prestige Brands Holdings, Inc.  
Jeremy Zweig, 914-524-6819

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