Spic and Span(R) Multi-Surface Cleaners to Carry EPA's "Design for the Environment" Seal

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Brand Partners with EPA for Greener Cleaners Safer for Family & Pets

IRVINGTON, N.Y.--(BUSINESS WIRE)--Jul. 27, 2009-- Two Spic and Span® multi-surface cleaning products will now carry the Environmental Protection Agency's (EPA) "Design for the Environment" (DFE) seal, recognizing the ingredients in these products as safer for the environment, families and pets. Spic and Span® Sun Fresh and Spic and Span® Citrus Fresh dilutable cleaners are the products which will carry the respected seal on their packages beginning in July.

The DFE logo on a package tells consumers that both the ingredients and the finished product line up on the green end of the health and environmental spectrum while maintaining or improving product performance. It also means that the EPA's DFE scientific review team has screened that product for potential human health and environmental effects, and that the product contains only those ingredients that pose the least concern among ingredients in their class based on current information.

The original Spic and Span® powder was invented by two housewives from Michigan and introduced in 1925 as a convenient home cleaner. Today, Spic and Span is available in a variety of dilutable liquids, sprays and powders, and maintains its strong reputation for effective hard surface cleaning. As one of America's best known brands, Spic and Span continues its reputation today as "the complete home cleaner" now with the added benefit of allowing consumers to quickly identify and choose products that can help protect the environment and are safer for families.

According to Sherry Polevoy, Sr. Brand Manager, "Consumers now have yet another reason to use our product. Safer cleaning is very important to Spic and Span, and we are pleased to be able to offer products which will do a great cleaning job and instill consumer confidence when using our products around families and pets. Sun Fresh and Citrus Fresh are our most popular fragrances, helping Spic and Span to remain one of America's important brand names in household cleaning."

Spic and Span Sun Fresh and Citrus Fresh are available in supermarkets, mass merchandisers, and other retail outlets nationwide. The Spic and Span Company is a subsidiary of Prestige Brands Holdings, Inc. (NYSE-PBH), makers of household cleaning products, over-the-counter healthcare products and personal care products. The Company's leading brands include Comet® cleansers, Chloraseptic® sore throat relief, Clear Eyes® eye care products, Compound W® wart removers, New Skin® Liquid Bandage, Prell® Shampoo and Cutex® nail polish removers.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6016030&lang=en

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Prestige Brands Holdings, Inc.
Dean Siegal, 914-524-6819