

Ben Stein Returns to the Small Screen for Clear Eyes(R)

September 22, 2010

IRVINGTON, N.Y., Sep 22, 2010 (BUSINESS WIRE) --

Multi-talented, dry witted Ben Stein returns to television this week as the spokesman for Clear Eyes(R) Complete, the newest product in the Clear Eyes(R) line of over-the-counter products offering relief for a variety of eye symptoms and discomfort. Ben will appear in a series of commercials for the brand beginning with a 15-second spot called, "Carnival," in which he cleverly conveys the benefits of the newest Clear Eyes product through a carnival game. The spot can be seen on popular television shows or by clicking on the new Clear Eyes website, www.cleareyes.com.

Clear Eyes Complete simplifies relief for those with multiple symptoms. Four active ingredients treat 7 types of eye discomfort, including dry, red, burning, itchy, irritated, gritty, and watery eyes.

According to Tim Connors, Chief Marketing Officer for Prestige Brands, Inc. (NYSE:PBH), "We are thrilled that Ben is back after a hiatus of more than a year. Ben tells us that wherever he goes, people know him as 'The Clear Eyes Guy.' We couldn't be happier that he is so closely linked with our brand."

Clear Eyes is a product of Prestige Brands Holdings, Inc., marketers of well recognized brand name consumer products. Among the company's brands are Chloraseptic(R) sore throat, Compound W(R) wart remover, Little Remedies(R) pediatric over-the-counter healthcare products, The Doctor's(R) NightGuard(R), and Comet(R) household cleansers.

Carrafiello Diehl Associates is the agency of record on Clear Eyes.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6440340&lang=en>



SOURCE: Prestige Brands Holdings, Inc.

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