Dale Earnhardt Jr. Joins Richard Petty on Team Goody's®

January 22, 2013

NASCAR legends partner with iconic brand on new multi-media campaign

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Jan. 21, 2013-- Two of the greatest names in auto racing are teaming up to back one of the sport's most committed sponsors, Goody's®, the legendary headache powder.



Dale Earnhardt Jr. and Richard Petty announce their collaboration on a new marketing campaign for Goody's Headache Powders on January 21, 2013, in Charlotte, North Carolina. Goody's has been a part of NASCAR since 1977, helping start the trend of non-automotive sponsors in auto racing. The new Goody's campaign is the first time the two drivers have worked together, linking two of NASCAR's most legendary names. (Photo credit: Prestige Brands, Inc.)

Dale Earnhardt Jr., the most popular driver in NASCAR racing today, is joining Goody's longtime spokesman, Richard "The King" Petty, in a new multi-media campaign that will introduce consumers to the fast-dissolving headache remedy. Beginning in early 2013, the driving duo's radio, television and digital campaign will tell fans how to be unstoppable with Goody's.

Goody's Powder, part of the Prestige Brands portfolio (NYSE:PBH), will be the title sponsor for the Goody's Fast Relief 500, the October 27 Sprint Cup Series race at Martinsville Speedway in Virginia. Goody's also will continue its longstanding tradition of sampling the product at racetracks and, to the delight of fans, bring Earnhardt and Petty together for personal appearances. The campaign will also feature a significant retail component that will include special events, in-store promotions and contests, and sampling of Goody's headache powders via a specially branded mobile unit. In addition to sampling, the unit, which will travel to multiple markets throughout the NASCAR season, will also include interactive games and other activities that highlight the speed of Goody's fast-acting products.

"This partnership is unprecedented," said Joseph Juliano, Brand Director, Goody's. "It is the first time that these two NASCAR legends have worked together. Each of them has a huge fan base, and they are both synonymous with the sport of auto racing. Goody's is all about speed, and nobody personifies the idea of speed better than Richard Petty and Dale Earnhardt Jr."

In 1977, Goody's became the first non-automotive sponsor in NASCAR when it signed Petty as spokesperson, starting one of the longest-running relationships in sports promotion. Earnhardt Jr. is poised to take that tradition to a new generation of fans.

A third-generation NASCAR driver and 2004 Daytona 500 winner, Earnhardt has won the National Motorsports Press Association Most Popular Driver Award for the past 10 years in a row. Petty has more NASCAR wins and championships than any driver in NASCAR history. A Hall of Fame inductee, Petty won 200 races and finished 712 times in the top 10, and was nicknamed "The King" after winning the Daytona 500 and the NASCAR national championship seven times each. A second-generation racer (his father Lee won the first Daytona 500 in 1959), Petty has high praise for his new Goody's partner.

"I am really looking forward to working with Dale Jr. on the new campaign for Goody's, which will introduce the product to a whole new generation," Petty said. "He is a great driver and a smart businessman, and nobody is more popular with NASCAR fans."

"Richard Petty is a role model for me and every other driver in NASCAR," Earnhardt said. "I am honored to be working with him and thankful Goody's brought us together. I signed on with Goody's in part because of their long-term commitment to NASCAR. They helped start the trend of non-car companies coming into the sport. In my mind, they are synonymous with NASCAR racing. I am also a big fan of their product because it works so fast."

Petty also became a fan of the fast-acting headache powders long before he became a Goody's® spokesman, and he's eager to let others know that you don't have to let pain slow you down.

"At every track I go to, people come up to me and tell me a story about using Goody's," Petty said. "At the same time, Goody's is still something of a well-kept secret. Dale Jr. and I are going to change that. There is nobody better to help me spread the word."

For more information about Goody's 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, 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® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.



Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20130121005878/en/

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