

## Introducing Goody's® Headache Relief Shot™

June 10, 2013

*Fast-Acting Liquid Formula Comes in Convenient One-Shot Bottles*

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Jun. 10, 2013-- Goody's®, the brand known for its fast-acting headache powder, is introducing an innovative new pain reliever—the Goody's® Headache Relief Shot™.



Goody's Headache Relief Shot Berry Flavor  
(Photo: Business Wire)

Goody's is a leading analgesic brand in the Southeast. With its Headache Relief Shot, the company is launching a breakthrough in headache relief nationally. The unique new shot combines the proven pain relievers acetaminophen and caffeine in a fast-acting, single-dose liquid. Thanks to its portable, all-in-one formula, Goody's Headache Relief Shot is easier to take and more convenient than pills, making fast relief possible any time and any place.

"We believe the Goody's Headache Relief Shot is truly a game-changer in pain relief," said Joseph Juliano, brand director, Goody's. "There is no other product like it on the market. It contains proven ingredients that we know are effective in reducing pain, and delivers them in a quick, easy-to-drink shot. One dose of this fast-action liquid and you can stop worrying about a headache and be on the go again."

NASCAR favorite Dale Earnhardt Jr. will play a major role in the Goody's Headache Relief Shot marketing campaign, including appearing in advertising, social media and retail promotions. The product will be sold at major retailers throughout the Southeast and nationally at Wal-Mart, Walgreens, and Dollar General. The Goody's Headache Relief Shot will be sold in packages of two, with each 2-ounce bottle containing 1,000 mg of acetaminophen and 65 mg of caffeine. It comes in citrus and berry flavors.

Goody's is part of the Prestige Brands portfolio (NYSE:PBH). For more information visit [www.goodyshheadachereliefshot.com](http://www.goodyshheadachereliefshot.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, 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/20130610005062/en/>

Source: Prestige Brands Holdings, Inc.

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