

William Luden Inducted Into Candy Hall of Fame

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Luden's Founder Recognized for Contributions to the Confections Industry

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Oct. 24, 2013-- Luden's, the maker of delicious soothing throat drops, today proudly announced that its founder, William Luden, was posthumously inducted into the Candy Hall of Fame in Tampa, Fla., by the National Confectionery Sales Association.

Luden joined 12 industry veterans in the Candy Hall of Fame's Class of 2013, which recognized distinguished leaders who have made major contributions to the global confections business. Hundreds of industry peers, family and friends attended the prestigious black-tie induction event, which highlighted the personal and professional achievements of the inductees.

"Thank you to the NCSA for their amazing recognition of William Luden — being elected to the Candy Hall of Fame is a very sweet honor," said Albert Hwang, vice president of marketing for Luden's and Prestige Brands. "I'm sure he would have been awed not only by this great attention, but also by how far his idea has grown in the 130 years since Luden's was created. William Luden's product and name have become an American institution, an achievement that only comes by building consumer and retailer trust in your brand over time."

For more than 130 years, people have turned to Luden's throat drops to soothe irritated throats. William Luden started his business by distributing his throat lozenges to railroad workers who were building the country's new railway lines. Word spread fast, and by the early 1880s Luden had built three new factories to meet demand for his great-tasting and effective lozenge, and expanded his product line to include candy.

Today Luden's is loved by voices everywhere, and the brand recently announced a new partnership with country music duo and Academy of Country Music and Country Music Association Award winners Keifer and Shawna Thompson of Thompson Square. The duo will join Luden's on a new multi-media campaign this fall and winter to celebrate "Voices Worth Hearing." The campaign will include exclusive new videos and will give Thompson Square fans a behind the scenes peek of the music world.

For more information about Luden's soothing throat drops, visit www.ludens.com.

About Prestige Brands Holdings, Inc. (NYSE:PBH)

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.

Source: Prestige Brands Holdings, Inc.

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