

## Luden's® To Entertain and Soothe Ailing Throats at Boston Calling Music Festival

September 24, 2015

### Luden's® "Big Mouth" Display Offers Samples To Fans September 25-27

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Sep. 24, 2015-- Luden's®, the iconic throat drop brand that has soothed scratchy throats for more than 130 years, is proud to announce that it is a sponsor of the Boston Calling music festival in City Hall Plaza this weekend. Luden's® will be onsite at the Festival with its interactive "Big Mouth" display distributing thousands of delicious throat drop samples to help soothe minor throat discomfort over the course of the Festival's three days.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150924006002/en/>



Festival attendees are welcome to visit the Luden's® space any one of the three days to participate in the "Tame the Tickle" promotion and enjoy free samples of the delicious throat drops. Luden's® and KBS, the agency selected to support the promotion, are proud to provide additional enjoyment and refreshment to the thousands of attendees that make Boston Calling one of the premier music festivals in the country.

Luden's® is famous for temporarily relieving minor throat discomfort and is available in a variety of flavors to satisfy everyone's taste buds. Beginning with the ever-popular Wild Cherry, the line of throat drops has expanded to include -- among other flavors -- new Watermelon, Strawberry-Banana, Blue Raspberry, and Green Apple.

For more information on Luden's®, and the full line of products, log onto [www.ludens.com](http://www.ludens.com).

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

Prestige Brands markets and distributes brand name over-the-counter and household cleaning products throughout the U.S., Canada and certain international markets. Core brands include Monistat® women's health products, Nix® lice treatment, Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, Little Remedies® pediatric products, Efferdent® denture care

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products, Luden's® throat drops, Dramamine® motion sickness treatment, BC® and Goody's® analgesics, Beano® gas prevention, Debrox® earwax remover, and in Canada, Gaviscon® antacid. For more information, go to [www.prestigebrands.com](http://www.prestigebrands.com).

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