



FOR IMMEDIATE RELEASE

Prestige Brands Taps RJ Palmer

New York, NY - April 12, 2011 – Prestige Brands Holdings Incorporated has hired RJ Palmer Media Services for all media buying responsibilities. Headquartered in Irvington New York, the consumer goods company markets many well-known brands such as Luden's®, Clear Eyes®, PediaCare® and Efferdent®.

RJ Palmer's duties will include all national and local media. "Prestige is building on its momentum to become a leading marketer in the consumer over-the-counter healthcare products arena, says Jim Vail, President of RJ Palmer, "and we are excited to provide our services toward that goal and help them get to the next level."

Creative and planning is handled by the VIA group in Portland, Maine.

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RJ Palmer is a full service advertising agency headquartered in New York City. It is privately held with billings in excess of \$800 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as Corporate Barter and Branded Entertainment. The website is www.rjpalmer.com.

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