

PRESTIGE BRANDS HOLDINGS, INC.

CLAWBACK POLICY

In the event that Prestige Brands Holdings, Inc. (the “Company”) is required to restate its financial statements due to material non-compliance with any financial reporting requirement under the United States federal securities laws, it will be the policy of the Company (the “Clawback Policy”) to seek to recover from any current or former Executive Officer (as defined below) of the Company any incentive-based compensation (which is granted on and after the date of adoption of the Clawback Policy) paid to or received by, or to be paid to, such Executive Officer for the three years immediately preceding the period for which the Company is required to restate its financial statements insofar as such incentive compensation is a result of errors within the financial statements that are required to be restated. The amount of the incentive-based compensation that the Company shall recover shall be the difference between the amount of the incentive-based compensation received by a current or former Executive Officer of the Company based on the erroneous financial statements and the amount of incentive-based compensation that what would have been paid to the Executive Officer based on the financial statements as restated. All future incentive compensation awards and employment or other agreements that include a provision for incentive compensation shall include a provision whereby the Executive Officer receiving the award or contract acknowledges and agrees to be bound by the Clawback Policy (and any successor policy). For purposes hereof “Executive Officer” shall mean the Chief Executive Officer of the Company and any other senior employee of the Company who reports directly to the Chief Executive Officer.

Notwithstanding the foregoing, the Company shall not be obligated to pursue any recovery contemplated above if the Board of Directors or applicable Committee thereof determines that the recovery amount is de minimis to the Company or the expected cost of recovery will exceed the amount to be recovered.

The Board of Directors or the applicable Committee thereof reserves the right to pursue any additional remedies and/or disciplinary actions against a current or former Executive Officer due to the material non-compliance with any financial reporting requirement under the United States federal securities laws.

Adopted May 10, 2011