

Prestige Brands Holdings, Inc.  
 Form 4  
 September 03, 2008

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
 OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 HEMMER VINCENT J

2. Issuer Name and Ticker or Trading Symbol  
 Prestige Brands Holdings, Inc.  
 [PBH]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)

C/O GTCR GOLDR RAUNER, LLC, SEARS TOWER #6100

3. Date of Earliest Transaction (Month/Day/Year)  
 08/29/2008

Director  10% Owner  
 Officer (give title below)  Other (specify below)

(Street)

CHICAGO, IL 60606-6402

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
				Code V	Amount	(A) or (D)	Price		
Common Stock, par value \$0.01 per share	08/29/2008		S	54,919 <sup>(1)</sup>	D	\$ 9.53 <sup>(2)</sup>	220,279	I	See footnote <sup>(3)</sup> <sup>(4)</sup>
Common Stock, par value \$0.01 per share	09/02/2008		S	69,772 <sup>(1)</sup>	D	\$ 9.3 <sup>(2)</sup>	150,507	I	See footnote <sup>(3)</sup> <sup>(4)</sup>
Common Stock, par value \$0.01	08/29/2008		S	152 <sup>(5)</sup>	D	\$ 9.53 <sup>(6)</sup>	611	I	See footnote <sup>(3)</sup> <sup>(7)</sup>

Edgar Filing: Prestige Brands Holdings, Inc. - Form 4

per share									
Common Stock, par value \$0.01 per share	09/02/2008	S	193 <sup>(5)</sup>	D	\$ <u>9.3</u> <sub>(6)</sub>	418	I		See footnote <sup>(3)</sup> <sub>(7)</sub>
Common Stock, par value \$0.01 per share	08/29/2008	S	27 <sup>(8)</sup>	D	\$ <u>9.54</u> <sub>(9)</sub>	110	I		See footnote <sup>(3)</sup> <sub>(10)</sub>
Common Stock, par value \$0.01 per share	09/02/2008	S	35 <sup>(8)</sup>	D	\$ <u>9.25</u> <sub>(9)</sub>	75	I		See footnote <sup>(3)</sup> <sub>(10)</sub>
Common Stock, par value \$0.01 per share						9,461,583	I		See footnote <sup>(3)</sup> <sub>(11)</sub>
Common Stock, par value \$0.01 per share						1,660,463	I		See footnote <sup>(3)</sup> <sub>(12)</sub>
Common Stock, par value \$0.01 per share						50,499	I		See footnote <sup>(3)</sup> <sub>(13)</sub>
Common Stock, par value \$0.01 per share						301,240	I		See footnote <sup>(3)</sup> <sub>(14)</sub>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu
--	--	--------------------------------------	--	--------------------------------	--	--	---	--	-------

Edgar Filing: Prestige Brands Holdings, Inc. - Form 4

(Instr. 3,  
4, and 5)

	Date	Expiration	Title	Amount
	Exercisable	Date		or
Code	V	(A)	(D)	Number
				of
				Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEMMER VINCENT J C/O GTCR GOLDR RAUNER, LLC SEARS TOWER #6100 CHICAGO, IL 60606-6402	X	X		

## Signatures

/s/ Dennis M. Myers under a Power of Attorney 09/03/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Reflects shares received by GTCR Partners VIII, L.P. ("GTCR Partners VIII") as a result of pro rata distributions from GTCR Fund VIII, L.P. ("Fund VIII") and GTCR Fund VIII/B, L.P. ("Fund VIII/B") that were exempt from Section 16 of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16a-13 promulgated thereunder.

(2) Reflects the weighted average price of the shares sold. The prices actually received ranged from (i) \$9.66 to \$9.41 for sales occurring on August 29, 2008 and (ii) \$9.72 to \$9.10 for sales occurring on September 2, 2008. The reporting person will provide to the issuer, any security holder of the issuer or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(3) The Reporting Person expressly disclaims beneficial ownership of the shares reported in Table I, except to the extent of his pecuniary interest therein. The filing of this form shall not be deemed an admission that the Reporting Person is, for Section 16 purposes or otherwise, the beneficial owner of such shares.

(4) Reflects shares held directly by GTCR Partners VIII. GTCR Golder Rauner II, LLC ("GTCR II") is the general partner of GTCR Partners VIII. As such, GTCR II may be deemed to be the beneficial owner of such shares. GTCR II is managed by its members. The Reporting Person is a member of GTCR II and may be deemed to have an indirect pecuniary interest in the shares owned by GTCR Partners VIII to the extent of the Reporting Person's indirect proportionate interest in GTCR Partners VIII.

(5) Reflects shares received by GTCR Mezzanine Partners, L.P. ("Mezzanine Partners") as a result of pro rata distributions from GTCR Capital Partners, L.P. ("Capital Partners") that were exempt from Section 16 of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16a-13 promulgated thereunder.

(6) Represents the weighted average price of the shares sold. The prices actually received ranged from (i) \$9.64 to \$9.41 for sales occurring on August 29, 2008 and (ii) \$9.67 to \$9.13 for sales occurring on September 2, 2008. The reporting person will provide to the issuer, any security holder of the issuer or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(7) Reflects shares held directly by Mezzanine Partners. GTCR Partners VI, L.P. ("GTCR Partners VI") is the general partner of Mezzanine Partners. GTCR Golder Rauner, L.L.C. ("GTCR") is the general partner of GTCR Partners VI. As such, GTCR may be deemed to be the beneficial owner of such shares. GTCR is managed by its members. The Reporting Person is a member of GTCR and may be deemed to have an indirect pecuniary interest in the shares owned by Mezzanine Partners to the extent of the Reporting Person's indirect

## Edgar Filing: Prestige Brands Holdings, Inc. - Form 4

proportionate interest in Mezzanine Partners.

- (8) Reflects shares received by GTCR II as a result of pro rata distributions from GTCR Co-Invest II, L.P. ("Co-Invest II") that were exempt from Section 16 of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16a-13 promulgated thereunder.

- (9) Represents the weighted average price of the shares sold. The prices actually received ranged from (i) \$9.63 to \$9.45 for sales occurring on August 29, 2008 and (ii) \$9.67 to \$9.13 for sales occurring on September 2, 2008. The reporting person will provide to the issuer, any security holder of the issuer or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

- (10) Reflects shares held directly by GTCR II. GTCR II is managed by its members. The Reporting Person is a member of GTCR II and may be deemed to have an indirect pecuniary interest in the shares owned by GTCR II to the extent of the Reporting Person's indirect proportionate interest in GTCR II.

- (11) Fund VIII is the direct beneficial owner of such shares. GTCR Partners VIII is the general partner of Fund VIII and GTCR II is the general partner of GTCR Partners VIII. As such, GTCR Partners VIII and GTCR II may be deemed to be beneficial owners of such shares. GTCR II is managed by its members. The Reporting Person is a member of GTCR II and GTCR Partners VIII and may be deemed to have an indirect pecuniary interest in the shares owned by Fund VIII to the extent of the Reporting Person's indirect proportionate interest in Fund VIII.

- (12) Fund VIII/B is the direct beneficial owner of such shares. GTCR Partners VIII is the general partner of Fund VIII/B and GTCR II is the general partner of GTCR Partners VIII. As such, GTCR Partners VIII and GTCR II may be deemed to be beneficial owners of such shares. GTCR II is managed by its members. The Reporting Person is a member of GTCR II and GTCR Partners VIII and may be deemed to have an indirect pecuniary interest in the shares owned by Fund VIII/B to the extent of the Reporting Person's indirect proportionate interest in Fund VIII/B.

- (13) Co-Invest II is the direct beneficial owner of such shares. GTCR II is the general partner of Co-Invest II. As such, GTCR II may be deemed to be a beneficial owner of such shares. GTCR II is managed by its members. The Reporting Person is a member of GTCR II and may be deemed to have an indirect pecuniary interest in the shares owned by Co-Invest II to the extent of the Reporting Person's indirect proportionate interest in Co-Invest II.

- (14) Capital Partners is the direct beneficial owner of such shares. Mezzanine Partners is the general partner of Capital Partners. GTCR Partners VI is the general partner of Mezzanine Partners. GTCR is the general partner of GTCR Partners VI. As such, Mezzanine Partners, GTCR Partners VI and GTCR may be deemed to be beneficial owners of such shares. GTCR is managed by its members. The Reporting Person is a member of GTCR, Mezzanine Partners and GTCR Partners VI and may be deemed to have an indirect pecuniary interest in the shares owned by Capital Partners to the extent of the Reporting Person's indirect proportionate interest in Capital Partners.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.