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# **Cold-EEZE® Cold Remedy Supports the City Harvest Daily News Readers Care to Feed the Hungry Canned Food Drive (DNRC) for the Second Consecutive Year**

## **ABC The View's Jenny McCarthy to Assist in the Collection of Canned Food Donations on December 12th, 2013**

DOYLESTOWN, Pa., Dec. 11, 2013 /PRNewswire/ -- ProPhase Labs, Inc. (NASDAQ: PRPH), makers of Cold-EEZE® Cold Remedy and a leader in over-the-counter (OTC) natural cold remedies, has announced that for the second consecutive year it will support *The Daily News Readers Care to Feed the Hungry Canned Food Drive (DNRC)*, a thirty-year tradition of collecting non-perishable food donations throughout New York City. This year, Cold-EEZE® Cold Remedy will bring celebrity guest Jenny McCarthy to assist in collecting much needed food items at the event taking place on Thursday, December 12, 2013 from 2:00 pm – 4:00 pm EST at Engine 8, Ladder 2, Battalion 8 Firehouse located at 165 East 51<sup>st</sup> Street (between 3<sup>rd</sup> Avenue and Lexington Avenue).

City Harvest is the world's first food rescue organization, dedicated to helping feed the more than one million residents facing hunger each year. Last year's drive collected over one million pounds of food, and this year City Harvest hopes to collect over one million pounds of food.

"Last year's food drive was such a success, and we are thrilled to once again partner with *The Daily News* and City Harvest for another great event this year; especially with Jenny McCarthy," said Ted Karkus, Chief Executive Officer of ProPhase Labs. "Following Hurricane Sandy and other tragedies across the country, it is important to take part in such a life-changing initiative and we look forward to partnering again for years to come."

"For more than 30 years, City Harvest has been working with *The Daily News* to achieve our mission in keeping food pantries and soup kitchens stocked across the city," said Rebecca Fontes, Associate Director of Corporate Partnerships for City Harvest. "We appreciate Cold-EEZE Cold Remedy's ongoing support and are delighted that Jenny McCarthy will be on hand at this food drive event to raise awareness about hunger in New York City and help collect much needed food for our neighbors in need."

Jenny McCarthy, American model, comedic actress and the host of ABC's hit daytime talk show, *The View*, will assist in the food drive presented by the New York Daily News, City Harvest and Cold-EEZE® Cold Remedy, which is hosted by FDNY. Additionally, those who attend and donate canned goods during the event will be given the opportunity to meet, take pictures with and receive autographs from Jenny McCarthy.

## **About ProPhase Labs and Cold-EEZE® Cold Remedy**

ProPhase Labs is a diversified natural health medical science company. It is a leading marketer and manufacturer of the Cold-EEZE® family of lozenges clinically proven to significantly reduce the duration of the common cold. Cold-EEZE® customers include leading national retailers, chain food, drug and mass merchandise stores, wholesalers and distributors, as well as independent pharmacies. ProPhase Labs has several wholly owned subsidiaries including a manufacturing unit, which consists of an FDA registered facility to manufacture Cold-EEZE® lozenges and fulfill other contract manufacturing opportunities. ProPhase also owns 50% of Phusion Laboratories LLC ("Phusion"). Phusion licenses a revolutionary proprietary technology that has the potential to improve the delivery and/or efficacy of many active ingredients or compounds. Phusion will formulate and test products to exploit market opportunities within ProPhase's robust OTC distribution channels. For more information visit us at [www.ProPhaseLabs.com](http://www.ProPhaseLabs.com).

Cold-EEZE® Cold Remedy is the #1 pharmacist-recommended cold remedy and is clinically proven to reduce the duration of the common cold by nearly half. Cold-EEZE Cold Remedy recently introduced its newest QuickMelts® formula, Cold-EEZE® Cold Remedy Plus Natural Immune Support, which is formulated with zinc gluconate, rose hips and Echinacea to not only shorten the duration of the cold, but to keep you immune system strong and healthy, naturally. Cold-EEZE® Cold Remedy is also available in tasty Lozenges, a convenient Oral Spray and a quick dissolving, Daytime/Nighttime QuickMelts®. Cold-EEZE® Cold Remedy is available in the cold remedies aisle at over 40,000 fine retail locations. To find a retailer or buy online please visit [www.coldeeze.com](http://www.coldeeze.com).

## **About City Harvest**

Now serving New York City for more than 30 years, City Harvest ([www.cityharvest.org](http://www.cityharvest.org)) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect 46 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to more than 500 community food programs throughout New York City by a fleet of trucks and bikes. City Harvest helps feed the more than one million New Yorkers that face hunger each year.

SOURCE ProPhase Labs, Inc.