



## New Speed Stick® Power™ Antiperspirant/Deodorant and Television Star Danny Pudi Are Asking Guys "How Do You #HANDLEIT?"

### *HANDLE IT™ Twitter Campaign Offers Guys a Chance to Have their Story Brought to Life in a YouTube Video – Starring Danny Pudi as the Narrator*

**NEW YORK, NY (April 30, 2012)** - Have you ever called your date by the wrong name? Or worn jeans and a t-shirt to a meeting where everyone else was dressed up? These HANDLE IT™ moments often have guys sweating on the inside while trying to maintain their cool on the outside. To help guys keep their cool, new Speed Stick® Power™ and television star Danny Pudi are kicking off a new HANDLE IT™ Twitter campaign by asking guys "How do you #HANDLEIT?" From April 23 through May 14, those who tweet their HANDLE IT™ moments to @SpeedStick using the hash tag #HANDLEIT will enter for a chance to have their story brought to life in a YouTube video, narrated by Danny Pudi.

"I'm definitely no stranger to HANDLE IT™ moments. Once I actually smiled my way down the red carpet with spinach in my teeth. Didn't end up with the best photos, but I survived," said Danny Pudi. "Am I alone here? I want to hear from other guys! Tweet your best HANDLE IT™ moments to @SpeedStick, using the hash tag #HANDLEIT for a chance to have it made into a Speed Stick® video starring me as the narrator."

Whether they are funny, awkward or just straight up horrible, HANDLE IT™ moments challenge guys to stay cool and deal with them head on - despite what that little voice in their head may be suggesting. In fact, College Humor® recently surveyed their readers and found that 44% of guys consider going blank during a presentation one of the toughest moments to manage, but don't necessarily know the best way to deal with it.

To help guys manage some of life's top HANDLE IT™ moments, Danny and Speed Stick® Power™ have the following HANDLE IT™ advice:

1. **THE ABSENT-MINDED PRESENTER:** Nobody likes to give a presentation, especially when your mind goes blank. It's kind of like when I forget my lines ... which I do all the time. Reschedule the meeting, or fake evidence of a natural disaster - I tend to go for earthquake - and lead an evacuation. Use the evacuation time to brush up on the subject.
2. **The BREAK-UP:** Be a man and do the right thing. I'd suggest having a buddy on standby to woo your future ex immediately after giving her the bad news. If he does a good job complimenting her, and bad talking you, it'll ease the blow to her ego.
3. **INAPPROPRIATE CONFERENCE CALL LAUGHTER:** Inappropriate laughter doesn't go over well when you're accidentally NOT on mute. Don't sweat it though, next time your laughter is exposed, own up and insist that a "hysterical laugher" is way better than a "hysterical crier."
4. **SHARING THE TOOTHBRUSH:** She's sleeping over for the first time and wants to use your toothbrush. This is a big leap in a relationship ...my wife and I still don't do it! Don't be afraid to be a man and just say "ewww that's gross!" Hopefully, she'll appreciate your honesty.

Join the discussion and tell us about your HANDLE IT™ moments by tweeting to @SpeedStick, using the hash tag #HANDLEIT

For more information about Speed Stick® Power™ or the Twitter contest please visit [www.YouTube.com/SpeedStick](http://www.YouTube.com/SpeedStick) or [www.speedstick.com](http://www.speedstick.com).

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#### **About Danny Pudi**

Danny Pudi has quickly established himself as a highly sought after young actor. He currently stars as "Abed," the fast-talking pop culture junkie, on NBC's hit comedy "Community." In its first season, the show premiered as NBC's highest rated comedy debut in more than three years and Pudi's "Abed" quickly emerged as a favorite of both fans and TV critics alike. He was recently nominated for a Critics Choice Television Award for "Best Supporting Actor in a Comedy Series" and a TCA Award for

"Individual Achievement in Comedy." Pudi is currently in production on the independent dark comedy, "My Friend Vijay," shooting in Luxembourg and he will next be seen in the Paramount Pictures' comedy "The Guilt Trip" opposite Seth Rogen and the independent fantasy horror "Knights of Badassdom." Pudi is an avid runner and also enjoys Yahtzee, vacuuming and drinking coffee. He currently lives in Los Angeles with his wife Bridget and their twins: James and Fiona.