

July 13, 2006



## **Central Garden & Pet Expands Major League Baseball Partnerships; New and Renewed Sponsorship Agreements with Major League Baseball's New York Mets, Atlanta Braves, Seattle Mariners, Oakland Athletics and the Texas Rangers**

WALNUT CREEK, Calif.--(BUSINESS WIRE)--July 13, 2006--

Central Garden & Pet Company (NASDAQ:CENT) today announced new partnerships with Major League Baseball's New York Mets, Atlanta Braves and the Seattle Mariners, and renewed agreements with the Texas Rangers and the Oakland Athletics. Together, the teams and Central's leading brands of garden and pet supplies will roll out a series of special events that are bound to be enjoyed by baseball fans, families, and their pets throughout the second half of the season. This is Central's second sponsorship season with Major League Baseball teams, which comes on the heels of successful partnerships with NFL football squads last fall.

"Baseball has proven to be a great fit for our consumer marketing initiatives," commented Jim Heim, President of the Pet Division, Central Garden & Pet. "We are expanding our strategic partnerships with other large market major league baseball teams in 2006, to further promote our innovative garden and pet branded products and our message of responsible pet ownership to a large base of families and individuals who either own or are considering owning a pet. The teams have been very creative in helping us produce some fun and educational events that should make this a very exciting second half of the 2006 baseball season.

Some of the special promotions and events on tap include:

- Retail sweepstakes called "Family Fantasy Days" where fans and their families are encouraged to visit participating pet retailers to enter for chances to win fantasy experiences with their favorite team, including team meet-n-greets, signed merchandise, on field access and VIP hospitality.
- Video board promotions where fans have the opportunity to submit photos of their family pet dressed up in their favorite team gear for chances to win tickets to a future game and have their pet's photo displayed on the video board at the stadium.

- Dog Days at the Ballpark where fans can bring their four legged friends for an enjoyable day at the game.
- Pet adoption events at ballgames where fans will have the opportunity to learn about responsible pet care and actually have the chance to adopt a dog or cat.
- Calendar giveaways featuring players, adoptable pets, pet tips and coupons for great pet products from Central's various pet brands.

All promotions will highlight one or more of Central's brands including Pennington, TFH/Nylabone, Four Paws, Kaytee, Breeder's Choice, Super Pet, All-Glass Aquarium and Zodiac. In addition to branding opportunities with the teams, Central brands will be featured in retail store special displays, with online tie-ins and through onsite consumer sampling at the ballparks.

"Bark in the Park is a great way to extend our relationship with Central Garden & Pet while letting our fans enjoy the game with their furry loved ones," said Jim Allen, Atlanta Braves Senior Director of Sales. Paul Asencio, Director of Sales and Services for the New York Mets added, "The New York Mets are extremely excited to be working with Central Garden & Pet and its pet brands, particularly Nylabone and Four Paws, both of which are located in the New York/New Jersey metro area."

Central Garden & Pet Company is a leading innovator, marketer and producer of quality branded products for the pet and lawn and garden supplies markets. Our pet products include pet bird and small animal food, aquarium products, flea, tick, mosquito and other pest control products, edible bones, cages, carriers, pet books, and other dog, cat, reptile and small animal products. These products are sold under a number of brand names, including Kaytee, All-Glass Aquarium, Oceanic, Kent Marine, Energy Savers Unlimited, Zodiac, Pre-Strike, Altosid, Nylabone, TFH, Four Paws, Interpet, Farnam and Breeder's Choice. Our lawn and garden products include grass seed, wild bird food, weed and insect control products, decorative outdoor patio products and ant control products. These products are sold under a number of brand names, including Pennington, Norcal Pottery, New England Pottery, GKI/Bethlehem Lighting, Lilly Miller, Ironite, Matthews Four Seasons, AMDRO, Grant's, Sevin and Over 'n Out. For additional information on Central Garden & Pet, including access to the Company's SEC filings, please visit the Company's website at <http://www.central.com/>.

Source: Central Garden & Pet Company