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Central Garden & Pet Partners with Renown Garden Expert P. Allen Smith

Exclusive Relationship Designed to Promote Awareness of Outdoor Lifestyles and Central's Leading Brands

WALNUT CREEK, Calif., Apr 06, 2005 (BUSINESS WIRE) -- Central Garden & Pet Company (NASDAQ:CENT) today announced that it formed an exclusive relationship with renown gardening expert P. Allen Smith. Timed to coincide with the release of Smith's latest book, "P. Allen Smith's Container Gardens," the relationship is designed to extend the awareness of the growing trend of outdoor lifestyles, particularly container gardening.

"We are very excited to have our Norcal Pottery and New England Pottery lines partner with P. Allen Smith," commented Neil Pincus, President of Garden Brands of Central Garden & Pet. "A growing trend in gardening is the blending of indoor and outdoor living spaces. Combining our leading, innovative, high-quality pottery lines with P. Allen Smith's national exposure, garden design and educational content, we believe, will simplify and continue to energize container gardening and the broader outdoor lifestyles category."

Central Garden & Pet features a range of leading outdoor lifestyle products including decorative pottery, garden accessories including trellises and arbors, and a complete line of wild bird products including bird feed, feeders, houses and other birding accessories. These products can be found under the Norcal Pottery, New England Pottery, Matthews Four Seasons, Pennington, Kaytee and Cedar Works brands at all major retail outlets.

P. Allen Smith is America's most-watched expert in gardening and garden design. Mr. Smith hosts a nationally syndicated gardening series, "P. Allen Smith Gardens" and a PBS series called "P. Allen Smith's Garden Home." He is the gardening authority for The Weather Channel, makes frequent appearances on the NBC Today Show and is featured in numerous garden-related and women's magazines, such as Cottage Living and Woman's Day. Mr. Smith is on a nationwide tour promoting his book including demonstrations at garden events and in the media. The book features several Norcal Pottery and New England Pottery designs.

"I have admired both Norcal Pottery and New England Pottery's outstanding quality and designs for many years," commented Mr. Smith. "Their dedication to innovative colors and textures coincides with my mission of helping people create beautiful outdoor living spaces, blurring the lines between the indoors and the outdoors and creating joyful spaces for living."

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 and Interpet. 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, 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.centralgardenandpet.com/>.

SOURCE: Central Garden & Pet Company

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