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The Makers of Amdro® and Pennington® Revolutionize Home and Garden with Spring Product Launch

Consumers are now equipped to eliminate pests and weeds, and nourish plants with cutting-edge, all-in-one technologies

ATLANTA, March 25, 2013 /PRNewswire/ -- Homeowners have long tackled cumbersome backyard tasks by juggling and mixing multiple products with hopes of having a beautiful home and garden without troublesome weeds and pests. This year, the makers of Amdro® and Pennington® have eliminated the guesswork typically associated with pest and weed control and fertilization by helping homeowners simplify their indoor and outdoor needs with the launch of two innovative systems.

The new, revolutionary **Amdro® PowerFlex® Pest & Weed System** lets consumers fight pests and weeds the easy way by replacing outdated products with a simple, versatile, all-in-one tool. For ease of use, the system requires no measuring, mixing or cleaning. Homeowners can complete a range of projects in three easy steps:

1. Simply fill the reusable one gallon tank with clean water
2. Twist in one of four patent-pending cartridges
3. Spray to treat target pests or weeds; quickly switch between projects by untwisting the cartridge, flushing the sprayer for ten seconds with water from the tank and twisting in a new cartridge

Different from other pest and weed control products on the market, the adjustable, battery-powered sprayer combines concentrate from one of four of the specially-formulated cartridges with water from the tank – taking just seconds to switch from one solution to the next. Each sprayer also comes with a complementary cartridge, which makes one gallon of spray. Cartridge refills include:

- **Weed & Grass Killer Concentrate** – starts to work immediately to kill weeds and grasses down to the root; visible results in hours
- **Lawn Weed Killer Concentrate** – controls dandelion and many other hard-to-control weeds; kills the root and won't harm lawn grass
- **Yard & Perimeter Outdoor Insect Killer Concentrate** – kills more than 200 lawn pests on contact and keeps working for up to three months
- **Home Pest Indoor Killer Concentrate** – starts to work immediately and keeps protecting up to 12 months; non-staining, no odor

In addition to Amdro®'s complete solution for pest and weed control, the all-new **Pennington® Smart Feed™ Sprayer System** ensures efficient, proper nutrition and vigorous plant growth. The specialty fertilizers allow plants to grow bigger, bud faster and bloom longer, compared to unfed plants. Consumers simply attach the four-way, adjustable sprayer to a standard garden hose and drop in a premium fertilizer tablet of their choice to feed plants while watering. The easy-to-use system involves three simple steps:

1. Twist off the clear sprayer canister
2. Load one or two water-soluble fertilizer tablets into the sprayer
3. Spray on target area

Each tablet feeds up to 300 square feet of garden space, and since the tablets are pre-measured, the system requires no messy measuring, mixing or pouring. Two complementary All-Purpose tablets come with the purchase of each Pennington® Smart Feed™ Sprayer. Refills are available in three convenient formulas (All-Purpose, Tomato & Vegetable and Flowers & Blooms) to satisfy the unique needs of various growing environments, plant types and applications.

"We wanted to rethink how our products could address everyday home and garden challenges – from pest and weeds to blooms and edibles," said Darren Horst, vice president and general manager – indoor and outdoor insecticides, Central Garden & Pet Company. "By trying the new Amdro® and Pennington® systems this season, consumers will learn there is an easier, more productive approach to beautifying and protecting their home and garden."

The Amdro® PowerFlex® Pest & Weed System retails for \$11.92 and two-pack cartridges retail for \$11.92. The Amdro® PowerFlex® System is currently available at The Home Depot, Walmart and select regional retailers. The Pennington® Smart Feed™ Sprayer System retails from \$9.99 to \$12.99 and is currently available at Walmart, The Home Depot and Lowe's.

About Amdro®, Pennington® and the Central Garden & Pet Company

The Amdro® brand and the Pennington® brand are owned by the Walnut Creek, Calif.-based Central Garden & Pet Company (NASDAQ: CENT; NASDAQ: CENTA). Central Garden Distribution, a subsidiary of Central Garden & Pet Company, is one of the nation's largest wholesale suppliers of lawn, garden and pet supplies products with 11 distribution facilities spanning the U.S. Founded in 1980 as a distribution company, through a combination of strategic acquisitions and internal investment, Central Garden & Pet has evolved its business into a portfolio of leading brands in the lawn and garden supplies and the pet supplies industries. As a leading innovator and manufacturer of quality brands, such as Amdro®, Pennington®, The Rebels®, Lilly Miller®, Ironite® and Sevin®, Central Garden & Pet serves the needs of homeowners, DIYers, gardeners, pet owners, county extension agents, and professional audiences.

To learn more about Amdro, visit www.amdro.com, or to learn more about Pennington, visit www.penningtonusa.com. For additional information on the Central Garden & Pet, including access to the company's SEC filings, visit www.central.com.

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