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## **Central Garden & Pet, Nylabone, Pets Add Life and Kroger Team Up to Bring Family-Friendly Bark at the Park Events to Fans Across America**

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- Central Garden & Pet's popular brand, Nylabone, retail giant, Kroger and the American Pet Product Association's Pets Add Life campaign return to the field with Bark at the Park. This is the 10<sup>th</sup> season that Central's brands, distribution organization, partners and service organizations have stepped up to the plate with Major League Baseball® teams to bring family-friendly events to tens of thousands of fans. More than 40,000 dogs along with their pet parents have attended Central sponsored Bark at the Park events since 2005.

This year's schedule includes games featuring the Arizona Diamondbacks, Atlanta Braves, Cincinnati Reds, Texas Rangers, Seattle Mariners, Colorado Rockies and Milwaukee Brewers. Fans can purchase tickets for themselves and their dogs, join in a pre-game parade around the field and participate in pet-friendly activities and free product sampling before enjoying the game. The program includes fundraising for pet welfare programs and direct engagement with fans at ballparks across the country.

"More and more people and families have pets," said Jim Heim, President of Business Development for Central Garden & Pet. "And we want our pets to share in our lives and our experiences. There's a real desire for pet inclusive venues, events and opportunities. Baseball is setting a great example by hosting pets and families together to experience the great American pastime."

Pets Add Life (PAL), the social media campaign from the American Pet Products Association (APPA), has been part of Bark at the Park's pack of supporters since 2015. In addition to the nine events it will co-sponsor with Nylabone and Kroger, Pets Add Life will be the primary sponsor at three more Bark at the Park events with the New York Mets, Baltimore Orioles and Kansas City Royals. Highlighting the joys and benefits of pet ownership, Pets Add Life is spreading the word and expanding their reach by supporting important causes and partnering with pet friendly events and activities.

"As pet parents we cherish our pets. Pets Add Life promotes the joys and benefits pets bring to our lives and there's nothing more enjoyable than cheering on your favorite team with your best pal by your side," said Steve King, APPA's CEO. "We're very excited to be a part of another season of Bark at the Park and look forward to seeing thousands of smiling fans

and wagging tails at ballparks this season.”

Hall of Fame manager and Los Angeles Angels Special Assistant to Baseball Operations Tony La Russa helps promote Bark at the Park with a public service announcement highlighting the program’s contribution to the Animal Rescue Foundation (ARF) that La Russa co-founded and chairs. ARF’s Pets and Vets program receives funding from Central Garden & Pet, APPA and the teams via donations and proceeds from Bark at the Park ticket sales. The program pairs specially selected rescue dogs with military veterans challenged with PTSD, traumatic brain injuries and other conditions and leads the veterans in training their dogs as psychiatric service animals.

“Bark at the Park has been helping us in our mission of Saving Both Ends of the Leash® for years,” said La Russa. “ARF is honored to partner with Central Garden & Pet, Kroger and the APPA, and we are so grateful for their partnership helping both dogs and veterans in need.”

The first Bark at the Park will take place at Chase Field in Phoenix, AZ on Sunday March 29th when the Diamondbacks host the Atlanta Braves and an estimated 600 dogs and their families. Tickets are expected to sell out quickly for all the Bark at the Park games and can be purchased through the teams’ official web sites.

### **About Central Garden & Pet**

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) is a leading innovator, producer and distributor of branded and private label products for the lawn & garden and pet supplies markets. Committed to new product innovation, our products are sold to specialty independent and mass retailers. Participating categories in Lawn & Garden include: Grass seed and the brands PENNINGTON®, and THE REBELS®; wild bird feed and the brand PENNINGTON®; weed and insect control and the brands AMDRO®, SEVIN®, and OVER-N-OUT®; fertilizer and the brands PENNINGTON® and IRONITE®; live plants from BELL NURSERY; outdoor cushions and pillows from ARDEN COMPANIES™; and decorative outdoor patio products under the PENNINGTON® brand. We also provide a host of other regional and application-specific garden brands and supplies. Participating categories in Pet include: Animal health and the brands ADAMS™, COMFORT ZONE®, FARNAM®, HORSE HEALTH™ and VITAFLEX®; aquatics and reptile and the brands AQUEON®, CORALIFE®, SEGREST™ and ZILLA®; bird & small animal and the brands KAYTEE®, Forti-Diet® and CRITTER TRAIL®; and dog & cat and the brands TFH™, NYLABONE®, FOUR PAWS®, IMS®, CADET®, DMC™, K&H Pet Products™, PINNACLE® and AVODERM®. We also provide a host of other application-specific pet brands and supplies. Central Garden & Pet Company is based in Walnut Creek, California, and has approximately 5,900 employees, primarily in North America. For additional information on Central Garden & Pet Company, including access to the Company's SEC filings, please visit the Company's website at [www.central.com](http://www.central.com).

### **About The Kroger Co.**

At The Kroger Co. (NYSE: KR), we are Fresh for Everyone™ and dedicated to our Purpose: To Feed the Human Spirit®. We are, across our family of companies, nearly half a million

associates who serve over 11 million customers daily through a seamless shopping experience under a variety of [banner names](#). We are committed to creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit [www.kroger.com](http://www.kroger.com)

### **About Pets Add Life**

APPA's Pets Add Life (PAL) program was started in 2005 as a public service announcement effort and has since grown into a highly impactful social media campaign garnering millions of followers and impressions and has become one of the leading voices for promoting the joys and benefits of responsible pet ownership. Through [YouTube](#), [Facebook](#) and [Instagram](#), active and engaged PAL fans and followers are able to help spread the message to their peers. Visit [PetsAddLife.org](http://PetsAddLife.org) for more information.

### **About ARF**

ARF's core mission is the rescue of dogs and cats who have run out of time in shelters, giving them a second chance at life. ARF couples this mission with innovative programs strengthening the human-animal bond for children, seniors, veterans, and people in disadvantaged circumstances. Through ARF, people experience the unconditional love and acceptance of dogs and cats to fulfill a mission of "People Rescuing Animals... Animals Rescuing People..." Visit [www.arflife.org](http://www.arflife.org) for more information.

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