October 24, 2013

Adams™ Wins W3 Silver Award in International Website Competition

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- At the 8th annual W3 awards ceremony in September, Adams, a pet-friendly flea and tick control brand of parent Central Garden & Pet Company, received the W3 Silver Award in the Consumer Goods Website category. The W3 Awards honor creative excellence on the web and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. Founded in 2006, the W3 is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising and media firms. This year over 4,000 entries were submitted from around the world.

The silver award for Adams was based on the website's creativity, usability, functionality, visual design and ease of use. Central's collaboration with Active Ingredients, a digital marketing agency, enabled Adams to create the award-winning website helping pet owners gain awareness in an engaging, easy to navigate site.

The new Adams website serves as a foundation for Smarter Pet Care; a place where pet parents can go to find great information on how to take better care of their pets. The site provides expert tips, articles, and detailed product information so pet owners can determine the products they need and find them online or at a nearby retailer.

"Just like you don't always have to go to the doctor to take care of your kids, you don't always have to leave your house to take care of your pet," said Steve LeVeau, Director of Marketing - Animal Health for Central Garden & Pet. "That's where the new Adams website can help. It empowers pet owners with the information they need to help take care of their pets at home."

The Adams brand provides a portfolio of products that help meet many of the at-home pet care needs, including flea and tick protection and other health and wellness solutions. Adams products are available at retailers nationwide. Consumers can use the convenient online store locator at www.adamspetcare.com to find the store carrying Adams™ products closest to their home.

About Adams™

Adams™ products take a smarter approach to pet care and makes protecting your family, pet, home, and yard easier and more effective. The Adams™ line of products, which has been sold by veterinarians for more than 30 years, includes topical products, shampoos,

collars and sprays for your home, yard, dogs, puppies, cats and kittens and is available almost everywhere pet products are sold. For a complete product list and more information, visit www.adamspetcare.com/.

About Central Garden & Pet Company

Central Garden & Pet Company is a leading innovator, marketer and producer of quality branded 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®, SMART SEED® and THE REBELS®; wild bird feed and the brand PENNINGTON®; weed and insect control and the brands AMDRO®, SEVIN®, IRONITE® and OVER-N-OUT®; and decorative outdoor patio products and the brands NORCAL®, NEW ENGLAND POTTERY® and MATTHEWS FOUR SEASONS™. 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™ and ZODIAC®; aquatics and reptile and the brands OCEANIC®, AQUEON® and ZILLA®; bird & small animal and the brands KAYTEE®, SUPER PET® and CRITTER TRAIL®; dog & cat and the brands T.F.H.®, NYLABONE®, FOUR PAWS®, PINNACLE® and AVODERM®; and equine and the brands FARNAM®, VITA FLEX® and HORSE HEALTH™. 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 3,500 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.

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Source: Central Garden & Pet Company