

May 31, 2005



Central Garden & Pet Strikes Deal with Texas Rangers; Energizing the Dog Days of Summer with Baseball, Families and the Pets They Love

WALNUT CREEK, Calif.--(BUSINESS WIRE)--May 31, 2005--Central Garden & Pet Company (NASDAQ:CENT) today announced a new marketing partnership with Major League Baseball's Texas Rangers .

Central formed partnership with the Oakland Athletics this past February.

"The Rangers have been very creative and supportive in helping craft this partnership and promote greater pet awareness," commented Glenn Novotny, President and Chief Executive Officer of Central Garden & Pet . "Together we are creating special events and activities featuring community activities, pet adoptions, and product sampling to further our message of responsible pet ownership."

The partnership with the Rangers includes:

- A Central sponsored promotion called "Dog Day at the Ball Park" where the first 15,000 fans attending the game will receive a special Rangers pet calendar, which features photos of Rangers players and pets and pet tips from Central. Additionally, fans will be able to bring their dog to the game to sit in a dog friendly seating area in the stands.
- A season long retail sweepstakes called "Family Fantasy Days with the Rangers" where Rangers' fans will be encouraged to visit their local garden and pet retailers to enter for a chance to win a baseball fantasy experience for their family with the Rangers including signed merchandise, opportunities to meet the team, on field access and a luxury suite. All entrants will also receive a special ticket offer from the Rangers.
- A game day video board promotion called, "Dress Your Pet Rangers Style" where fans will have the opportunity to submit a photo of their pet dressed in Rangers gear for the chance to win tickets to a Rangers game and have their pet's photo displayed on the video board at Ameritrust Field.

By entering into these types of partnerships, Central is creating numerous marketing opportunities for their brands by involving the fans in fun and memorable activities, working

with retail partners, promoting the message of responsible pet ownership and raising the profile of Central's family of quality pet and garden products in key markets.

"The Rangers and Ameritrust Field provide an excellent environment for the families Central is trying to reach. This innovative partnership will benefit both organizations by creating excitement around the Rangers and these promotions and making a connection with Ranger fans," said Jim Cochrane for the Texas Rangers .

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, Over'n Out and Cedar Works. 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/>.

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SOURCE: Central Garden & Pet Company