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Central Garden & Pet Sponsors New Race Series

Breeder's Choice to Sponsor "XTERRA K9 Challenge" Featuring Dogs and their Human Counterparts in Unique Team Race Format at Five Events in 2008

WALNUT CREEK, Calif.--(BUSINESS WIRE)--

Central Garden & Pet Company (NASDAQ:CENT)(NASDAQ:CENTA) today announced that its ultra premium dog food and treat brand, Breeder's Choice will be the lead sponsor of a brand new competitive race series featuring teams comprised of dogs and their owners. The Breeder's Choice XTERRA K9 Challenge will become part of the XTERRA America Tour of off-road triathlons and trail runs and will kick-off with a special demonstration event at the USA Championship in Lake Tahoe on September 29th. The competition will consist of a time trial format with teams competing against the clock in a combined trail run and obstacle course format. Top finishers will receive awards and prizes.

"Dogs have always had a special relationship with their care takers and more and more people are including their dogs in their everyday family activities," said Jim Heim, President of the Pet Division of Central Garden & Pet. "This is an entirely unique event that encourages people and their dogs to be active, interact with one another and have fun. The beauty of the K9 Challenge is that anyone can participate. It's not breed specific or limited to highly trained or specialized dogs."

The Breeder's Choice XTERRA K9 Challenge will be held in 2008 at the four regional XTERRA Series championships and the US Championship in Lake Tahoe.

- May 2008 - XTERRA West Championship Temecula, CA
- June 2008 - XTERRA Southeast Championship - Pelham, AL
- June 2008 - XTERRA East Championship - Richmond, VA
- August 2008 - XTERRA Mountain Championship Ogden, UT
- September 2008 - XTERRA USA Championship - Lake Tahoe, NV

In addition to the competition, The Breeder's Choice XTERRA K9 Challenge events will feature free product sampling, professional tips and advice on dog care, coupons and special offers at retail. In addition, Central will orchestrate regional and/or national in-store promotions at retail. Central and TEAM Unlimited, the XTERRA Series owner, will also work

together to create exclusive XTERRA K9 Challenge products made especially for active dogs.

"The K9 Challenge is a perfect extension for the XTERRA series," said Tom Kiely, CEO of TEAM Unlimited. "It's something we've been talking about for a while, but needed the right partner to make it happen. Central Garden & Pet produces some of the finest and best-selling products for dogs anywhere and they are huge promoters of good animal health and fitness. Central is a natural fit and together we're creating something very unique and exciting. A large percentage of our competitors, pros and amateurs alike are pet owners and more specifically dog owners. When we polled our base of athletes on the subject we received very positive feedback on the event."

The Breeder's Choice XTERRA K9 Challenge is the latest in a series of innovative marketing programs for Central Garden & Pet's Pet division whose brands have sponsored Major League Baseball and National Football League teams, non-profit programs like Dogs 4 Diabetics and Tony La Russa's Animal Rescue Foundation, festivals and events where families spend time. By entering into these types of partnerships, Central is creating numerous marketing opportunities for their brands by involving consumers in fun, interactive 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 products in key markets.

About Breeder's Choice

BREEDER'S CHOICE(R) has been manufacturing ultra-premium dog and cat food and treats under the leading brands PINNACLE(R), AVODERM(R) and ACTIVE CARE(R) for over 60 years. Breeder's Choice products use the finest ingredients, including all-natural and holistic formulas, to improve the quality of your dog's or cat's life. For more information, please visit www.breeders-choice.com.

About Central Garden & Pet

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 in the following categories: Lawn & Garden: Grass seed including the brands PENNINGTON(R) and THE REBELS(TM); wild bird feed and the brands PENNINGTON(R) and KAYTEE(R); weed and insect control and the brands AMDRO(R), SEVIN(R), IRONITE(R) and Over 'N Out and; decorative outdoor patio products and the brands NORCAL(R), NEW ENGLAND POTTERY(R) and MATTHEWS FOUR SEASONS(TM). We also provide a host of other regional and application-specific garden brands and supplies. Pet categories include: Animal health and the brands ADAMS(TM) and ZODIAC(R); aquatics and reptile and the brands OCEANIC(R), AQUEON(TM) and RZILLA(TM); bird & small animal and the brands KAYTEE(R), SUPER PET(R) and CRITTER TRAIL(R); dog & cat and the brands TFH(TM) / NYLABONE(R), FOUR PAWS(R), PINNACLE(R) and Avoderm and; equine and the brands FARNAM(R), BRONCO(R) and SUPER MASK(R). We also provide a host of other application-specific pet brands and supplies. Central Garden & Pet is based in Walnut Creek, California, and has approximately 5,000 employees, primarily in North America and Europe. For additional information on Central Garden & Pet, including access to the Company's SEC filings, please visit the Company's website at <http://www.central.com/>.

About TEAM Unlimited

TEAM Unlimited, a Hawaii-based television events and marketing company, has produced more than 265 television shows resulting in three regional Emmy's and 35 Telly Awards for production excellence. TEAM also owns and produces XTERRA off-road triathlons, trail runs and adventure competitions around the world with more than 100 races in 17 countries in 2007.

Source: Central Garden & Pet Company