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Adams™ Smart Shield® Wins Silver in Reggie Award Competition for Best New Product Launch

Adams™ Flea and Tick Control Delivery Device Provides Smarter Solution for Flea and Tick Control

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- The Promotion Marketing Association (PMA) announced last week that Central Garden & Pet's introduction of the Adams Smart Shield Applicator won the Silver Award of the Best New Product Launch category in the 30th Annual Reggie Awards. Started in 1983, the Reggie Awards are named after the "cash register" and salute best-in-class marketing campaigns in the field of promotions.

"The flea and tick control section of pet stores and retailers needed a boost from true product innovation. The new Adams Smart Shield Applicator gave us a great platform to differentiate the Adams brand and stand out on the shelf," said Steve LeVeau, Director of Marketing for Animal Health. "Our 'Smarter Pet Care' communication strategy, driven by TV, print, in-store and digital media, drove outstanding dollar sales growth."

The Adams™ Smart Shield® Applicator is a breakthrough topical flea and tick control delivery device designed to work with Adams™ Spot On® products. The patent-pending design is easy to grip, helps part fur for direct application to the pet's skin (where the bugs live) and effectively keeps liquid off hands, empowering pet owners with the confidence to apply treatment by themselves.

Adams™ flea and tick control products are available at retailers nationwide including Walmart, PetSmart, Petco, Kroger, Lowes, Publix, Amazon.com, and your local pet store. 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

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) 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 POTTERY®, 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 SYSTEMS®, AQUEON® and ZILLA®; bird & small animal and the brands KAYTEE®, SUPER PET® and CRITTER TRAIL®; dog & cat and the brands TFH™, NYLABONE®, FOUR PAWS®, PINNACLE® and AVODERM®; and equine and the brands FARNAM®, VITA FLEX® and HORSE HEALTH™ PRODUCTS. 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 3,600 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