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Central Garden & Pet Launches New Alliance Partner Program With Code 3 Associates to Provide Assistance to Animals and Pets Displaced by Disasters

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- Central Garden & Pet has partnered with Code 3 Associates, Inc., a non-profit dedicated to providing professional animal disaster response, resources and training, to form the Animal Disaster Relief Alliance (ADRA). This collaboration will provide products and services to Code 3 Associates and other accredited disaster relief groups and direct responders who help rescue and care for animals and pets affected by both natural and manmade disasters. Creating a network of companies, ADRA will provide much-needed supplies, distribution and other services to streamline the process which is often made difficult by the very nature of these catastrophic events. Central Garden & Pet, a leading manufacturer and distributor of pet products, will be encouraging industry leading companies to join the alliance and make a pledge to receive requests from Code 3 Associates to provide assistance.

"We are extremely proud to be working with Code 3 Associates and their highly trained and dedicated team of professionals and volunteers," said Jim Heim, President of Business Development for Central Garden & Pet. "Animals and family pets are often the most vulnerable when disaster strikes and Code 3 Associates, for more than 20 years, has done an amazing job of helping save and care for thousands of animals. By having a trusted and experienced partner in the field, we can be confident that our products are going to end up in the right hands and help make a difference to those in need."

Code 3 Associates, Inc. was started in 1985 by Nan Stuart and Eric Bagdikian to provide much needed training for animal welfare and law enforcement officers involved in animal issues in the South Lake Tahoe, CA area, where they both worked; he as a police officer and she as a California State Humane Officer. After more than ten years, training expanded to include a more national approach. Nan started teaching for the National Horse Abuse Investigators School in 1986 and for the National Cruelty Investigations School in 1990. As a state humane officer, Nan was involved in responding to disasters such as fires and floods in her home state of California. In 1995, as a result of the Oklahoma City terrorist bombings, she and a friend came up with the idea of creating a fully self-sufficient vehicle that could respond to animal needs in disasters. Code 3 Associates' mobile command center, also known as BART (Big Animal Rescue Truck), debuted in the fall of 1996, and began its disaster response career that summer when it was deployed to Hurricane Bertha in North Carolina. Since then, BART and its volunteer team of professionals have responded to

nearly 40 federally-declared disasters as well as other smaller state and local events. Over the years, BART has remained in continuous service to the animal community through donations, sponsorships and the efforts of a dedicated team of employees and volunteers. Continuing changes and modifications to equipment and design keep the truck on the leading edge of animal disaster response.

“Three decades of disaster response has given Code 3 Associates firsthand knowledge of the needs communities face for animal products and supplies in times of crisis,” said Nan Stuart, founder of Code 3 Associates. “Our partnership with Central Garden & Pet and future ADRA partners will provide crucial items on a timely basis for communities facing disaster. Central is helping pave the way for better coordinated and more effective distribution of disaster relief supplies both now and in the future. We at Code 3 Associates couldn’t be more thrilled to be a part of an alliance with such a respected and well-regarded family of brands.”

The Animal Disaster Relief Alliance is being officially launched on March 4th at this year’s Global Pet Expo, the industry’s largest trade show.

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 and 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®, BRONCO® and SUPER MASK®. 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 3,300 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.

About Code 3 Associates

Code 3 Associates, Inc., a 501(c)3 non-profit, is dedicated to providing professional animal disaster response and resources to communities, as well as providing professional training to individuals and agencies involved in animal related law enforcement and emergency response. Code 3’s mission is accomplished through hands-on animal rescue and care operations during disaster events in the United States and Canada, and through certified animal welfare training seminars, which include animal cruelty investigation training for officers. Visit www.code3associates.org for more information.

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