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# Nylabone Launches New, Enhanced Website

## **Nylabone.com Delivers the Ultimate Educational Experience for Pet Parents**

NEPTUNE CITY, N.J.--(BUSINESS WIRE)-- Nylabone, maker of innovative dog chew treats, dental solutions, and chew toys and a leader in safe, healthy chewing since 1955, is proud to announce the launch of its new and enhanced website, [www.nylabone.com](http://www.nylabone.com).

With its modern, mobile-friendly design, Nylabone.com offers visitors a truly exceptional experience. The website features a comprehensive Dogs 101 section that houses hundreds of informative articles on topics like training and behavior, grooming, health, and nutrition, as well as fun, interactive elements like quizzes and infographics.

The Dog Behavior Solutions portion of the site helps pet parents target a specific issue that affects their dog—such as destructive chewing, puppy teething, weight management, and stress and anxiety—and quickly match the problem with a product solution.

“We’re thrilled to announce the launch of the new and improved Nylabone.com,” said Grant Adkins, Senior Vice President of Marketing at Nylabone. “Pet parents can come to our website for a variety of reasons, whether they have a question like ‘Why does my dog do that?’ or to obtain housetraining tips and other valuable information. With approximately 100,000 visitors each month searching our wealth of educational content already, the new, enhanced website format will allow consumers to not only learn about their pets’ needs but also find out which of our products best solves a problem they might face.”

Additionally, for the first time, consumers can find a perfectly tailored product for their dog using the site’s Custom Product Finder and Chew Style Meter, and can easily locate products from the retailer of their choice using the Where to Buy button. Once consumers discover products they and their dogs love, the new Product Review feature allows them to give feedback that can then help other visitors in their search for the perfect chew toy, treat, or dental care item.

As the leader in responsible animal care, Nylabone.com also highlights the needs of shelter dogs everywhere with its Nylabone Cares page, where non-profit animal welfare organizations can apply for donations.

To discover everything the new website has to offer, visit [www.nylabone.com](http://www.nylabone.com).

## **About Nylabone**

Nylabone, the leader in safe, healthy chewing since 1955, crafts the highest-quality chew toys, best chew treats, and most innovative dental solutions in the world. A family-operated company, Nylabone has a history of helping pet parents take the best possible care of their dogs. We are committed to developing the very best solutions for destructive chewing, separation anxiety, dental health, and more, helping dogs live fuller, happier lives.

Recommended by veterinarians, Nylabone® products encourage a positive relationship between humans and their furry best friends. To put it simply, Nylabone Chews Best!

For more information, visit [www.nylabone.com](http://www.nylabone.com).

Nylabone is a subsidiary of California-based Central Garden & Pet Corporation (Nasdaq: CENT, CENTA) and includes Nylabone® Products: The Leader In Responsible Animal Care For Over 50 Years.

### **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. Participating categories in Lawn & Garden include: Grass seed and the brands PENNINGTON®, and THE REBELS BRAND®; 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 under the PENNINGTON® brand. 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 AQUEON®, CORALIFE®, SEGREST and ZILLA®; bird & small animal and the brands KAYTEE®, Forti-Diet® and CRITTER TRAIL®; dog & cat and the brands TFH™, NYLABONE®, FOUR PAWS®, IMS™, CADET®, DMC™, K&H Pet Products, PINNACLE® and AVODERM®; and equine and the brands FARNAM®, HORSE HEALTH™ and VITA FLEX®. 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 4,100 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](http://www.central.com).

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