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## **Central Garden & Pet Wins Five "New Product Awards" at the 2005 Global Pet Expo; Oceanic's "144 Stainless Steel Half Circle Aquarium" Wins Best In Show Award**

WALNUT CREEK, Calif.--(BUSINESS WIRE)--March 21, 2005---Central Garden & Pet Company (NASDAQ:CENT) today announced that it won five new product awards, including Best In Show in the Aquarium category at the 2005 Global Pet Expo in Orlando, Florida, presented jointly by the American Pet Products Manufacturers Association (APPMA) and the Pet Industry Distributors Association (PIDA).

"We are very pleased to win these prestigious awards at the Global Pet Expo," commented Jim Heim, President of Pet Products Division of Central Garden & Pet. "Nearly 600 products were submitted in the New Products Showcase this year. Highlighting our on-going dedication to innovation, Central continues to be recognized as the industry leader in new product development."

Oceanic(R) won the Best In Show award in the Aquarium Category for its innovative "144 Stainless Steel Half Circle Aquarium." This beautiful new aquarium features an amazing 180 degrees of viewing as well as superb maintenance with easy access to wet/dry filtration.

Wellmark received two awards in the Pond Category for the new "PreStrike(TM) MosquitoTorpedo" and "PreStrike Larvicide" lines of insect control products. Four Paws was recognized in the Cat Category for its "Kitty Kat Circus" and TFH Publications/Nylabone Products won an award in the Gift Category for its new title, "Little Dogs -- Training Your Pint-Sized Companion."

"Innovation is our competitive strength," concluded Mr. Heim. "Our corporate goal is to have over 15% of Central's branded products sales come from products launched within the past two years and for 2005, we have an exciting line of new, innovative, proprietary products across our entire portfolio of industry leading brands."

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 Saver 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 and Over'n Out. 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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