

August 3, 2015



Bark at the Park Presented by AvoDerm Natural Pet Foods, Nylabone and ADAMS Celebrates a Decade of Success in Oakland

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- Central Garden & Pet brands, AvoDerm® Natural Pet Foods, Nylabone® and ADAMS® are marking the 10th anniversary of their partnership with the Oakland Athletics on August 6th as they present Bark at the Park. This unique event is part of a season-long campaign with eight Major League Baseball™ teams, including the A's, that helps promote pet adoption and raise awareness about the powerful bonds between people and their pets. This extremely popular event, where dogs can join their families in the fun and excitement of a baseball game, includes a pre-game parade on the field, pet-friendly activities and free product samples from Central's brands. More than 900 dogs and their families are expected to participate in Oakland when the A's take on the Houston Astros at the O.Co Coliseum.

"Our long-standing partnership with the Oakland A's has been a great success and has helped us to develop a national program that benefits the teams, our brands, our amazing partners and especially the fans," said Jim Heim, President of Business Development for Central Garden & Pet. "This year more than 5,000 dogs and their families will attend Bark at the Park events around the country at games hosted by the New York Mets, Los Angeles Dodgers, Texas Rangers, Seattle Mariners, Chicago White Sox, Colorado Rockies, Arizona Diamondbacks and Oakland Athletics. In the last decade, we have watched this event grow into something far bigger than just a baseball game," said Heim. "Along with our incredible animal welfare partners, we have touched millions of fans to spread the word about the importance of pets in our lives. It's the perfect win-win situation for all involved."

"Bark at the Park provides A's fans with the unique chance to bring their dog to the ballpark, making it a true family experience for fans and their pets," said Jim Leahey, Athletics Vice President of Sales and Marketing. "We are pleased to be cooperating with Central Garden & Pet to once again host this fun event that celebrates the special relationship among fans, their dogs, and the A's."

Hall of Fame manager and Chief Baseball Officer of the Arizona Diamondbacks, Tony La Russa, helps promote the program through a public service video campaign that airs at participating ballparks encouraging people to adopt a new pet or a pal for their current pet. La Russa, who managed the A's to three straight World Series appearances from 1988-1990 and one World Championship in 1989, is the Co-founder and Chairman of the Animal

Rescue Foundation (ARF) which receives donations from Central Garden & Pet and the A's Community Fund to support ARF's many initiatives.

"Twenty-five years ago, a stray cat ran on the Oakland A's field and became the inspiration for the creation of ARF. We are thrilled to return to this very field for Bark at the Park and honored to partner with Central Garden & Pet and its brands," said Elena Bicker, ARF's Executive Director. "Central Garden & Pet is a long-time supporter of ARF and we love how this program celebrates the relationship between people and their pets. Plus it's just a heck of a lot of fun."

In addition to the partnership with ARF, AvoDerm® Natural Pet Foods, Nylabone® and ADAMS® also promote responsible pet ownership, pet welfare, pet health and nutrition and pet adoption through strategic alliances with Code 3 Associates, Dogs 4 Diabetics and the American Pet Products Association's *Pets Add Life* (PAL) campaign.

"We congratulate Central on bringing this wonderful program to cities like Oakland and we have enjoyed being a part of the 2015 season," said Nan Stuart, founder of Code 3 Associates. "Bark at the Park provides Code 3 a perfect forum to help educate pet owners about disaster preparedness and what they can do to best care for their pets before, during, and after times of crisis."

With the baseball season now entering the "dog days" of summer, Bark at the Park will continue to encourage fans to "get in the game" with stops in Denver on August 19th, Chicago on September 16th and New York on October 2nd. Fans in those cities can purchase tickets through the teams' official web sites.

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®, 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 Nylabone® Products

Nylabone® Products is a respected producer of premium pet products, and the leader in safe, healthy chewing for over 50 years®. Nylabone is a division of T.F.H. Publications, Inc., the world's most distinguished publisher of high-quality care and training books for pets, and a founding member of the American Pet Products Manufacturing Association (APPMA). Nylabone is recognized for its excellence, quality, innovation and leadership in today's pet industry. Its patented and patent-pending products are frequently industry award-winners. T.F.H./Nylabone is a subsidiary of Central Garden & Pet Company. For more information, visit www.nylabone.com.

About AvoDerm® Natural Pet Food

Good health shows and it starts with the optimum nutrition of AvoDerm Natural dog and cat food recipes. Made with premium quality proteins and omega rich avocados, AvoDerm uses no fillers or animal by-product meals and is manufactured in our own facility in Irwindale, California. Natural avocados are a rich source of the vitamins, fatty acids, and antioxidants that pets need for balanced nutrition, along with a healthy skin and coat. What our recipes do on the inside, shows on the outside. For more information, visit www.avodermnatural.com.

About ARF

ARF's core mission is the rescue of dogs and cats who have run out of time at public shelters, giving them a chance at life until a new home can be found. ARF couples this mission with innovative programs strengthening the human-animal bond for children, seniors, veterans, and people in disadvantaged circumstances. Through ARF, people experience the unconditional love and acceptance of dogs and cats to fulfill a mission of "People Rescuing Animals... Animals Rescuing People..."® Visit www.arflife.org for more information.

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.

About Pets Add Life

Pets Add Life (PAL) is a national campaign established by the American Pet Products Association (APPA) to promote the joys and benefits pets of all types bring to our lives. PAL encourages responsible pet ownership and adoption, and ultimately works to spread the message of the joys associated with adding a pet to your life! Visit www.petsaddlife.org or facebook.com/petsaddlife for more information.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20150803006017/en/>

Central Garden & Pet Company

Mark Newberg, 847-330-5367 (Office)
847-722-6754 (Mobile)
mnewberg@central.com

Source: Central Garden & Pet Company