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Comfort Zone® Calming Diffuser for Cats & Kittens Voted Product of the Year 2020

The Largest Consumer Survey of Product Innovation Awards Comfort Zone® Calming Diffuser for Cat Care Category

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- [Comfort Zone® Calming Diffuser for Cats & Kittens](#) has been named Product of the Year for 2020 in the cat care category. Product of the Year is the world's largest consumer-voted award for product innovation, where winners are determined by the votes of over 40,000 shoppers. The national representative survey is conducted by research partner Kantar TNS, a global leader in consumer research.

"It is such an honor that the Comfort Zone® Calming Diffuser for Cats & Kittens has been selected as a 2020 Product of the Year award winner," said Victoria Mann, Health & Wellness General Manager at Central Garden & Pet Company. "Much like humans, cats get stressed in many circumstances, especially with life situations such as new cat adoptions, moving to a new home, or visitors in the home. We support cats' emotional health by helping them feel safe, happy and relaxed while reducing unwanted behaviors."

Comfort Zone® Calming Diffuser for Cats and Kittens mimic a cat's natural, calming pheromones which create a calming environment for cats. These natural pheromones communicate safety and comfort to support cats' emotional well-being using signals they understand. Comfort Zone drug-free calming solutions are effective in and around the home, encourage positive behavior, create a calming environment, and reduce urine marking and scratching. Comfort Zone® Calming Diffusers for Cats & Kittens are available at Petco, Petco.com, Amazon.com, Chewy.com. and select stores carrying pet products.

For over 30 years globally, and 11 years in the U.S., Product of the Year has guided consumers to the best products on the market by recognizing companies and brands for quality and product innovation. Each year, Product of the Year accepts entries from consumer-packaged goods companies that demonstrate innovation and were launched within the previous 12 months. The entries span a wide breadth of product categories, such as food, beverages, personal care, household care, pet and more, with one product being chosen as the winner in each category.

For more information about Comfort Zone® Products, visit <http://www.comfortzone.com/> or follow Comfort Zone on [Facebook](#), [Twitter](#) and [YouTube](#).

[About Central Garden & Pet](#)

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) is a leading

innovator, producer and distributor of branded and private label 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®; wild bird feed and the brand PENNINGTON®; weed and insect control and the brands AMDRO®, SEVIN®, and OVER-N-OUT®; fertilizer and the brands PENNINGTON® and IRONITE®; live plants from BELL NURSERY; outdoor cushions and pillows from ARDEN COMPANIES™; 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™, COMFORT ZONE®, FARNAM®, HORSE HEALTH™ and VITA FLEX®; aquatics and reptile and the brands AQUEON®, CORALIFE®, SEGREST™ and ZILLA®; bird & small animal and the brands KAYTEE®, Forti-Diet®, CRITTER TRAIL® , and C&S Products®; and dog & cat and the brands TFH™, NYLABONE®, FOUR PAWS®, IMS®, CADET®, DMC™, K&H Pet Products™, PINNACLE® and AVODERM®. 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 5,900 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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