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Central Garden & Pet Company Wins Silver Stevie Award in 2012 American Business Awards for Adams™ Smart Shield™ Applicator

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- Central Garden & Pet Company, a leading innovator, marketer and producer of quality branded products for the lawn and garden and pet supplies markets, is proud to announce that its Adams™ Smart Shield™ Applicator was named the winner of the Silver Stevie Award in the consumer product industry in The 2012 American Business Awards (ABA).

Adams(TM) Smart Shield(TM) Applicator (Photo: Business Wire)

Launched earlier this year, the Adams™ Smart Shield™ Applicator is a breakthrough topical flea and tick control delivery device with an

exclusive, patent-pending design that gets fast, effective treatment down to a pet's skin, where bugs live. The applicator delivers a more confident, secure, and easy application of Adams™ Flea & Tick Spot On® topical treatment, which starts killing fleas and ticks in 15 minutes and helps prevent re-infestation for up to two months. Designed with input from veterinarians and consumers, this ground-breaking new applicator is also the first of its kind.

"It's very gratifying to receive the Silver Stevie Award from the American Business Awards program," said Steve LeVeau, Director of Marketing – Animal Health for Central Garden & Pet Company. "Bringing innovative products to market is always a monumental challenge, especially when there are so many points to consider in the federally-regulated environment for this type of product. We are honored that our efforts have been recognized by this esteemed group of industry experts."

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

Nicknamed the Stevies for the Greek word for "crowned," the trophies were presented to winners during a gala banquet on Monday, September 17 at the Julia Morgan Ballroom in San Francisco. More than 200 nominees and their guests attended.

More than 3,000 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories. Details about The

American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

About Adams

Adams takes a smarter approach to pet care and makes protecting your pet, family and home easier and more effective. The Adams™ line of products, which has been sold by veterinarians for more than 30 years, includes topical treatments, shampoos, collars and sprays for your home, dogs, puppies, cats and kittens and is available almost everywhere pet products are sold. For a complete product list and more information, visit www.adamsfleacontrol.com.

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 & 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®, VITA FLEX® and HORSE HEALTH™ PRODUCTS. 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 3,800 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 the Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50414274&lang=en>

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