

November 11, 2005



Central Garden & Pet Kicks off Football Season with New Partnerships; Promoting Responsible Pet Ownership and Community Fun Through the Passion of Football

WALNUT CREEK, Calif.--(BUSINESS WIRE)--Nov. 11, 2005--Central Garden & Pet Company (Nasdaq:CENT) today announced new marketing partnerships with the Seattle Seahawks , Houston Texans , New York Jets , Green Bay Packers and the University of California Golden Bears. These football alliances are the latest chapter of an overall consumer marketing and brand building initiative for the Company. Central activated similar sponsorships with Major League Baseball's Oakland Athletics , Texas Rangers , San Diego Padres and Colorado Rockies during the 2005 season.

"We are thrilled to be aligning our leading products with such fantastic organizations," said Jim Heim, President -- Pet Division of Central Garden & Pet . "By establishing a meaningful connection between our brands, retail partners and consumers through the passion of football, we can promote responsible pet ownership and differentiate all of our brands in a unique and enjoyable way."

The partnerships consist of in-game, on-line and retail promotions all designed to appeal to the teams' family-oriented fans, many of which have gardens and pets. Central is working with its regional retail and national chain partners in executing a "Family Fantasy Day Sweepstakes," where multiple families can win the ultimate game day VIP experience by signing up at their local garden or pet store. The sweepstakes will be supported in stores with football-themed end aisle displays featuring special discount offers on products from various Central pet brands including TFH/Nylabone, Four Paws, Kaytee, Super Pet and All-Glass Aquarium.

Tapping into people's love for their gardens, pets and favorite teams, Central will run on-line and in-game promotions where fans are encouraged to submit photos of their pets dressed in their favorite team colors for a chance to win tickets to a game and have their pet featured within the stadium as the "Pet of the Week."

"The Seattle Seahawks are excited to have Central Garden & Pet as our partner. Seahawk fans are as passionate about their pets as they are about their team," said Lance Lopes, Vice President of Corporate Partnerships/Legal Affairs -- Seattle Seahawks . Jason

Hartlund, Manager of Corporate Sales for the Green Bay Packers , added, "We are absolutely delighted to have Central Garden & Pet as a new corporate partner. The family-oriented promotions that we are executing together this season are a perfect fit for the Packers and our fans."

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 Savers 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.central.com/>.

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SOURCE: Central Garden & Pet Company