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Central Garden & Pet Recognized as Industry Leader in New Product Innovation; Wins a Record 14 "New Product Awards" at the 2006 Global Pet Expo; Wins 7 "Best In Show Awards"; Bird & Small Animal Strategic Business Unit Wins 7 Awards

WALNUT CREEK, Calif.--(BUSINESS WIRE)--March 28, 2006--Central Garden & Pet Company (NASDAQ:CENT) today announced that it won a record 14 out of a possible 33 new product awards, including seven Best In Show awards at the 2006 Global Pet Expo in San Diego, California, presented jointly by the American Pet Products Manufacturers Association (APPMA) and the Pet Industry Distributors Association (PIDA).

"This is an outstanding accomplishment for the entire Central Garden & Pet team," commented Jim Heim, President of Pet Products Division of Central Garden & Pet. "This record achievement, highlighted by seven Best In Show awards, is testament to Central's enduring commitment to and passion for developing the next generation of innovative products that strengthen the bond between pets and their owners."

Awards won by Central Pet brands, by category, are:

Bird -- Kaytee; Best In Show for its EZ CARE Bow Front Cage for Large Birds and; Second Place for its new Forti-Diet EGG CITE pet bird food

Cat -- Wellmark; Best In Show for its Zodiac Cat Spot On Flea and Tick Control with the revolutionary new Shaped Topical Applicator

Dog -- Four Paws; Best In Show for its 3-in-1 Pet Stroller

Equine -- TFH Publications; Best In Show for its Good Horsekeeping book

Gift -- TFH Publications; Best In Show for its The Little Dogs' Beauty Book and; Second Place to All-Glass Aquarium for its Lil' Critter Explorer Kit

Holiday -- TFH Publications; Second Place for its Nutri Dent "Holiday Packs" in Stand Up

Pouches

Reptile -- Super Pet; Best In Show for its Repti-Varium Terrarium Topper and; Third Place for its Little Crab Products

Small Animal -- Super Pet; Best In Show for its Critter Trail Dazzle; Second Place for its Critter Trail Turn-About and; Third Place for its Critter Trail Pink

"I would like especially to recognize the efforts of the Bird & Small Animal Strategic Business Unit team, consisting of the brands Kaytee and Super Pet, which won a combined seven new product awards including three Best In Show awards," continued Mr. Heim. "Innovation, quality and service, we believe, are Central Pet's core competitive strengths. Our objective is to deliver over 15% of our branded product sales each year from new products launched within the past two years and to continue to be an industry leader in product innovation."

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, SuperPet, All-Glass Aquarium, Oceanic, Kent Marine, Energy Savers Unlimited, Zodiac, Pre-Strike, Altosid, Nylabone, TFH, Four Paws, Interpet, Breeder's Choice and Farnam. Our lawn and garden products include grass seed, wild bird food, weed and insect control products, and decorative outdoor patio 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, Cedar Works, 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/>.

CONTACT: Central Garden & Pet
Paul Warburg, 925-948-3686

SOURCE: Central Garden & Pet Company