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Central Garden & Pet Announces Marketing Partnership with Nascar Legend Richard Petty

WALNUT CREEK, Calif.--(BUSINESS WIRE)--

Central Garden & Pet Company (NASDAQ:CENT) today announced that it has entered into a marketing alliance with Petty Marketing Company, LLC; the marketing arm of Petty Enterprises and racing legend Richard Petty.

International Motorsports Hall of Famer, "The King" Richard Petty will initially serve as the spokesman for three of Central's leading lawn & garden brands: AMDRO Fire Ant Bait, Rebel Grass Seed and recently acquired IRONITE mineral supplement. Petty will appear in TV and radio commercials beginning this fall and in 2007 supporting these premium brands. Petty will also be making personal appearances on behalf of Central Garden & Pet at key trade shows and at NASCAR events nationwide.

"We are proud to team up with NASCAR legend Richard Petty," commented Brad Johnson, President of the Garden Group, Central Garden & Pet. "This is an exciting partnership linking our leading lawn and garden brands with one of America's sports icons and the legions of fans that follow auto racing."

The partnership with Petty Marketing will also include access to the popular Richard Petty Driving Experience, which Central plans to use in consumer and trade promotions to drive retail sales and build consumer awareness of its lawn and garden brands.

"I am excited to partner with the great people at Central Garden & Pet. They are professionals. They can make any lawn look perfect, including mine," said Richard Petty.

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, Ironite, 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/>.

Source: Central Garden & Pet Company

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