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## **Central Garden & Pet Recognized Domestically and Internationally for New Product Innovation and Customer Service**

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

Central Garden & Pet Company (NASDAQ:CENT) announced today that it won a series of new product and service awards at several leading industry tradeshows domestically and internationally. Blagdon won a "New Product Award" at the Glee International Tradeshow in Birmingham, England; Oceanic won the "Retailer Select Award" at the H.H. Backer Tradeshow in Chicago; All-Glass Aquarium and Kaytee won Pet Business Magazine's "Industry Recognition Award" and; Central Pet Distribution won Pet Business Magazine's "Distributor of the Year Award."

Blagdon, a leading brand produced by Central's United Kingdom subsidiary Interpet, won the New Product Award in the Water Gardening category at the Glee International Tradeshow. The Blagdon Powersafe Armoured Garden Power Supply is a safe, high quality and easy to use electrical switch box for pond-side and garden electrical connections. Commented the awarding judge: "The Blagdon Powersafe Armoured Garden Power Supply stands out for a number of reasons...this brilliantly packaged system has everything necessary to fit an outside electrical box (legally). It's the best answer I've seen so far in this market." Glee - The Home of Garden, Leisure and Pet - is one of the world's largest tradeshows, attracting over 25,000 retailers, wholesalers and suppliers worldwide. It is hosted annually in Birmingham, England.

The Oceanic BioCube line, from Central Aquatics, won the first place "Retailer Select Award for Product Excellence" at the H.H. Backer 2006 Christmas Tradeshow in Chicago, Illinois. The Oceanic BioCube is an advanced aquarium kit featuring high-quality, built-in components, including lighting and filtration, that simplify the fish-keeping experience for any level hobbyist. The Oceanic BioCube can be used for marine or freshwater set-ups and is available in three sizes: 8 gallon, 14 gallon and 29 gallon.

Pet Business Magazine recognized Kaytee and All-Glass Aquarium with its "Industry Recognition Award." This award, nominated by retailers, illustrates the importance of innovation and recognizes products that have had the biggest impact on retailers' bottom-lines. Kaytee's Grande! Parrot Treats won in the Food/Treats category. Grande! is a new, long-lasting treat stick for large birds that features an array of highly nutritious flavors and textures. All-Glass Aquarium, from Central Aquatics, won the award in the Tanks category for its new, color changing Betta Mini-Bowl. This pint-sized betta bowl features energy-

efficient LED lights which change colors every few seconds to display the natural colors of the betta housed inside.

For the fifth consecutive year, Central Pet Distribution won Pet Business Magazine's "Distributor of the Year Award." Customers recognized Central Pet for its timely, accurate deliveries as well as a variety of support services.

"These awards conclude another excellent year for Central Garden & Pet and further demonstrate our dedication to new product innovation and commitment to service," commented Jim Heim, President of the Pet Group.

Central Garden & Pet Company 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 in the following categories: In Lawn & Garden: Grass seed including the brands Pennington and Rebel; Wild bird feed and the brands Pennington and Kaytee; Weed and insect control and the brands AMDRO, Sevin, Ironite and OverNOut and; Decorative outdoor patio products and the brands Norcal, New England Pottery and Matthews Four Seasons. We also provide a host of other regional and application-specific garden brands and supplies. Pet categories include: Animal health and the brands Adams and Zodiac; Aquatics and reptile and the brands Oceanic, Aqueon and RZilla; Bird & Small animal and the brands Kaytee, Super Pet and CritterTrail; Dog & Cat and the brands TFH/Nylabone, Four Paws, Pinnacle and Avoderm and; Equine and the brands Farnam, Bronco and Super Mask. We also provide a host of other application-specific Pet brands and supplies. Central Garden & Pet is based in Walnut Creek, California, and has approximately 5,000 employees, primarily in North American and Europe. 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

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