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Zilla(TM) Unveils Project Gecko

Students Have Opportunity to Name a New Species of Gecko

FRANKLIN, Wis.--(BUSINESS WIRE)--

Fluffy, Spot, Buddy...those may have been good names for your pet growing up but Project Gecko is looking for more than that. Project Gecko is offering fourth, fifth and sixth graders nationally the chance to name a new species of gecko - a once in a lifetime opportunity.

Project Gecko Presented By Zilla, a Central Garden & Pet(R) (NASDAQ:CENT) company and manufacturer of reptile products, challenges students to create a scientifically sound name for a newly discovered gecko. With support from the National Association of Reptile Breeders Conference (NARBC), Weekly Reader, Busch Gardens, Durham, NC based Museum of Life + Science and Reptiles magazine, Project Gecko consists of classroom-ready materials to help teachers educate students about the system for naming a new reptile species.

Students will also learn about a new species of gecko recently discovered on the island of New Caledonia. With their new understanding of how to name a gecko and the new species, Project Gecko's final challenge is a scientific-based contest asking students to use their creativity and writing skills to develop the species new name.

"Education is one of the top missions at Zilla and we are thrilled to offer students across the country the opportunity to learn about geckos in such a hands-on manner," says Daniel Lorica, Zilla associate brand manager. "Project Gecko will allow students the opportunity to experience how attainable and cool careers in science are."

Project Gecko entries will first be judged against other entries in their grade level. The grand prize student entry chosen as the official gecko name will be selected from among the three winning entries from each grade level. The three individual grade winners, teachers and classrooms as well as the grand prize student and teacher will be announced on April 1, 2008.

The grand prize student will receive a family vacation to Busch Gardens in Tampa, FL, and a \$1,000 savings bond. The grand-prize student's teacher will receive a personal computer and a set of Tropical Fish Hobbyist reptile reference books.

All entries must be postmarked by Jan. 31, 2008 and received no later than Feb. 15, 2008.

Entries can be sent to Project Gecko, c/o Howard, Merrell & Partners, 8521 Six Forks Road, 4th Floor, Raleigh, NC 27615. For more information, visit www.zilla-rules.com/ProjectGecko

or email projectgecko@merrrellgroup.com.

About Zilla

Zilla products are produced by Central Garden & Pet (NASDAQ:CENT), a company that innovates, markets and manufactures quality branded aquarium and terrarium equipment. For more information, please visit www.zilla-rules.com.

Source: Central Garden & Pet