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BREEDER'S CHOICE ACTIVE CARE GOES ON-DUTY FOR K-9 DOGS

**Premium Pet Food for Joint Health Takes Aim with New Law Enforcement
Food and K-9 Vesting POP Campaign "PROTECT A HERO"**

IRWINDALE, Calif. (April 25, 2006) – While overall health is important to all animals, law enforcement dogs face special challenges in maintaining the prime condition of their joints. To take stress off their joints, Breeder's Choice Active Care brand is launching a program designed to offer special food to community service dogs in addition to raising funds to support K-9 vest protection through a direct POP donation from specially marked packages of Active Care products.

The **Active Care On-Duty K-9 Feeding Program "Protect A Hero"** will provide K-9 officers with an introductory 4-week trial package of Active Care, in addition to a discount food program for all Active Care products including dry, canned, chews and biscuits. Through the program, officers will also have the opportunity to tour the manufacturing plant, to understand the science and therapeutic benefits of Active Care.

In addition as a member of the Active Care On-Duty K-9 Feeding Program law enforcement dogs will be automatically signed up to be awarded a free canine bulletproof vest from funds raised from the sales of Active Care products.

The consumer point-of-purchase (POP) campaign is slated to kick off in June throughout PETCO and independent pet retailers in the Western United States. A cut out of police and K-9 officers will be offered as an end-cap promotional tool. Specially marked bags of Active Care will feature a peel-away police badge sticker signifying the \$1.00 per 30lb. bag donation, and include a website address for more information on the program or for consumers interested in making a larger donation toward the vesting program. The initial consumer campaign will run from June through August 2006.

"Law enforcement dogs put a lot of strain on their joints as they perform the many physical and challenging activities they face on their jobs. As the cartilage begins to break down while the dog is still relatively young, more pressure is placed on the joints and the dog

experiences discomfort," says Jeff Taylor, Executive Vice President of Breeder's Choice. "A household pet would take that as a sign to become more sedentary, but a working law enforcement dog does not have that option, so he'll continue to push himself while not really being able to obtain the same level of performance." Active Care, which has the highest percentage of natural glucosamine of any product on the market, provides an important tool in increasing the longevity of a dog's healthy joints. Natural glucosamine, along with hylauronic acid, and chondroitin sulfate (together known as GAGs) are substances that dogs require to maintain the elasticity of their cartilage, thereby protecting joints. Active Care products use natural cartilage, obtained through a patented method, to replace the GAGs in an aging or particularly active dog's joints. For further information about this program and Active Care products, go to www.goactivedog.com/hero.

Third-generation, family-operated **Breeder's Choice Pet Foods** is a wholly-owned division of Central Garden & Pet Company. Breeder's Choice has been dedicated to caring for pets for nearly 60 years. An industry innovator in new product development since its early days the company is regarded by the industry as one of the highest quality developers and manufacturers of premium natural pet foods. While many of its lines are developed for specific pet health concerns, all are intended to be used as preventative care in adding longevity to a pet's life. The family of Breeder's Choice pet products includes: AvoDerm, its flagship brand made from real avocados and designed to improve skin and coat; Active Care, developed as a remedy and preventative product targeting canines that often experience are by the nature of the breed prone to achy or painful joints; Pinnacle, a high-grade, holistic nutritionally balanced feeding program; Select Choice Advanced Pet Diets (APD), targeting digestion and high performance; Perfect Servings, warm meals and frozen raw meat mini-patties for finicky dogs; and Health Food for Dogs, a fun and healthy alternative to many premium pet foods. More information about the company and retailers that carry its products can be obtained at its website, www.breeders-choice.com, or by calling (800) 255-4286.

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>.