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**ACTIVE CARE DOG FOOD GOES ON-DUTY FOR K-9 DOGS**

**Consumer Purchases of Premium Pet Food**

**Takes Aim with "PROTECT A HERO" K-9 Vesting Program**

**IRWINDALE, Calif. (June 1, 2006)** – Law enforcement dogs face special challenges that impact their health and safety. To address some of the issues faced by these extraordinary animals, Active Care is launching the "**Protect a Hero**" campaign to provide K-9 heroes with bulletproof vests through funds raised by the sale of specially marked packages of dog food.

The consumer campaign will kick off in June throughout PETCO and independent pet retailers in the Western United States, and will run through August 2006. Revenues generated from the special program are expected to provide at least 100 bulletproof vests to K9 officers throughout the Western U.S. Consumers will be able to purchase specially marked bags of Active Care dog food featuring a police badge sticker that signifies the \$1.00 per 30lb. bag donation. A shelf talker and sign will be located near Active Care products that are included in this program.

Active Care products are also particularly beneficial for active and large breed animals, such as law enforcement dogs, by providing the highest percentage of natural glucosamine of any product on the market, which is 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.

"Breeder's Choice takes a particular interest in the health and safety of hardworking law enforcement dogs. Our Active Care product line already protects these animals by improving the health of their joints against the physical demands of their jobs. Through the 'Protect a Hero' campaign we can give a little more to our community heroes and ensure their overall safety," says Jeff Taylor, Executive Vice President of Breeder's Choice, the manufacturer of Active Care products.

For further information about this program and Active Care products, go to <http://www.goactivedog.com>.

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](http://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/>.