

Nylabone Launches New Grain-Free Dog Biscuits

NEPTUNE CITY, N.J., Jan. 5, 2012 (SEND2PRESS NEWSWIRE) – Consumers in the Southeast United States are the first in the country to gobble up the new, all-natural GRAIN-FREE DOG BISCUITS from Nylabone, the makers of safe, healthy chews since 1955. Nylabone has partnered with Costco Warehouses from Florida to North Carolina and Tennessee to market the new treats on a first-come, first-served limited basis.

“Our dogs’ ancestors’ diets did not include grain, corn or other fillers,” says Mike Connelly, Vice President of Marketing for Nylabone® Products based in Neptune City, N.J. “We at Nylabone know that pet parents want the healthiest, most natural products for our pets, and these new grain-free dog treats are just that.”

Connelly says that veterinarians have known what many pet lovers have not: the link between a dog’s allergies and “unnatural” food fillers like wheat and corn. In his book “The Holistic Health Guide: Natural Care for the Whole Dog,” holistic pet care expert Doug Knueven, DVM, says “Grains contained in pet foods contribute to the widespread problem of canine allergies. You do not see wolves-our dogs’ wild counterparts-out grazing in the corn field.”

Rich in antioxidants and slow-cooked to help maintain nutrients, the new Grain-Free Dog Biscuits from Nylabone are made in the USA. The tasty biscuits are turkey-flavored and contain wholesome ingredients like peas, turkey meat, blueberries, cranberries and flaxseed.

Just as important is what they do not include: added sugar, molasses or salt; artificial flavors or colors; and preservatives. They contain no wheat, corn, rice, soy, or other grains. The new treats are perfect for sensitive stomachs and the fresh, healthful ingredients help build a strong and healthy immune system.

Only 8 calories each, Nylabone Grain Free Dog Biscuits are made for all dogs to enjoy from small to large. This allows pet parents to conveniently control portions and decide on how much to treat their dog.

The new products are available for a limited time only in Costco Warehouse in North Carolina, Tennessee, Alabama, South Carolina, Georgia, Florida and Puerto Rico. They are available in 4-pound “pantry packs” for \$9.99.

About Nylabone Products:

Nylabone® Products is a respected producer of premium dog products, and the Leader in Responsible Pet Care for Over 50 Years®. Nylabone is a division of T.F.H. Publications, Inc., the world’s most distinguished publisher of high-quality care and training books for pets, and a founding member of the American Pet Products Manufacturing Association (APPMA). Nylabone is recognized for its excellence, quality, innovation and leadership in today’s pet industry. Its patented and patent-pending products are frequently

industry award-winners. T.F.H./Nylabone is a subsidiary of Central Garden & Pet Company. For more information, visit www.nylabone.com .

About Central Garden & Pet Company:

Central Garden & Pet Company (NASDAQ:CENT) is a leading innovator, marketer and producer of quality branded products for the pet and lawn and garden supplies markets. Committed to new product innovation, its products are sold to specialty independent and mass retailers in the following categories: Lawn and Garden – Grass seed including the brands Pennington and the Rebels; wildbird feed and the brands Pennington and Kaytee; weed and insect control and the brands AMDRO, Sevin, Ironite, and Over 'N Out; and decorative outdoor patio products and the brands Norcal, New England Pottery and Matthews Four Seasons. It also provides a host of regional and application-specific garden brands and supplies.

Pet – Animal health and the brands Adams and Zodiac; aquatics and reptile and the brands Oceanic, Aqueon and Zilla; bird and small animal and the brands Kaytee, Super Pet, and CritterTrail; dog and cat and the brands T.F.H./Nylabone, Four Paws, Pinnacle and Avoderm; and equine and the brands Farnam, Bronco and Super Mask. It also provides a host of other applications-specific pet brands and supplies. Central Garden & Pet is based in Walnut Creek, Calif., and has approximately 5,000 employees, primarily in North America and Europe.

For additional information on Central Garden & Pet, including access to the company's SEC filings, please visit the company's Web site at <http://www.central.com> .

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