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FOR IMMEDIATE RELEASE

PENNINGTON® SEED INTRODUCES NEW WILDFLOWER LINE, TAKING THE GUESSWORK OUT OF MIX SELECTION

Wildflower varieties offer regional and specialized options for creating colorful meadows and border gardens

MADISON, Ga. (April 3, 2012) – Pennington® Seed, Inc., one of the largest manufacturers and distributors of lawn, garden and turf care products, today announced the introduction of a new line of wildflower seed varieties. The wildflower line of assorted annual and perennial varieties offers specialized blends to enhance exterior landscapes, particularly meadows and border gardens, with a range of colors and textures.

The premium seed varieties utilized in the wildflower line were specially selected and formulated for quality and long-lasting color. Each mix also was designed around the unique needs of planting environments, with general purpose, regional and specialized varieties available including:

- Cottage Garden: Assorted bright and cheerful, old-time annual varieties
- Daisy Garden: Ideal to plant for cut flowers
- Wildflower Garden: Assorted bright and colorful annual varieties
- Hummingbird & Butterfly Garden: Assorted nectar-producing annual and perennial varieties, such as Larkspur and Cosmos
- Summer Garden: Seed and mulch combination mix enhanced with QuikGrow2x™, a growth stimulant that promotes seed establishment and improves nutrient uptake
- Texas Garden: Texas Bluebonnets and other popular state varieties selected from the diverse landscapes and terrains of Texas
- Northeast Garden: Blue Flax, Forget Me Not and other popular regional varieties
- Southern Garden: Black-Eyed Susans and other popular regional varieties

“Composed of the highest quality seed varieties, the wildflower line from Pennington® ensures each mix is customized to the unique needs of specific growing environments or planting regions for optimal performance and beauty,” said Russ Nicholson, Senior Agronomist for Pennington® Seed and a Certified Professional Agronomist (CPAg). “By taking the guesswork out of mix selection, everyone from new gardening enthusiasts to master gardeners can take more time to enjoy their beautiful gardens and landscapes each season.”

Pennington® wildflowers are available at Lowe’s, The Home Depot and at select independent retailers nationwide. Varieties at Lowe’s and independent retailers include: Cottage Garden, Daisy Garden, Wildflower Garden, Hummingbird & Butterfly Garden, Texas Garden, Northeast Garden, Southern Garden and Summer Garden. Varieties at The Home Depot include: Premium Wildflower Mix, Premium Texas Garden Mix and Butterfly & Hummingbird Mix.

For more information about Pennington® wildflowers, visit www.penningtonusa.com.

About Pennington Seed

Founded in 1945 by Brooks Pennington, Sr., Pennington Seed, Inc. had humble beginnings as a small feed and seed store located in Madison, Ga., where the company is still headquartered today. Since the company’s founding, Pennington Seed has grown into one of the largest manufacturers, producers and distributors of lawn & garden and turf care products in the world, with state-of-the-art manufacturing facilities, observation nurseries and quality control labs located across the country.

Pennington Seed is owned by the Walnut Creek, Calif.-based Central Garden & Pet Company, a leading innovator, marketer and producer of quality branded products for the lawn & garden and pet supplies markets. To learn more about Pennington Seed, visit www.penningtonseed.com. For additional information on Central Garden & Pet Company, including access to the Company's SEC filings, visit www.central.com.

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