



### **Announcing New Partnerships for Pennington's Wild Bird Program**

Pennington Seed has partnered with **University of Cincinnati's College** of design known as [DAAP](#) to develop newly designed and innovative bird feeders and bird houses. DAAP, which stands for Design, Architecture, Art and Planning, prides itself on creating designs that delight consumers.

In recent years students from the program have been involved in design projects for large international companies such as HomeMedics, Pronto Shots by Starbucks and CASE IH. The students have taken their projects through the entire development process; ideation, synthesis, evaluation, development, finalization, communication and finally documentation, upon which patents have been obtained by the designer.

Through DAAP's multi-phase design process, Pennington will receive cutting edge bird feeder and bird house designs that will blend the practical side of feeding birds with the homeowner's need for artistic flare to add beauty to their outdoor living space.

Initial feeder designs will be tested at the [Hardigree Wildlife Sanctuary](#) in Watkinsville, Georgia. Hardigree's mission is "To provide outdoor educational programs for children and families to help them better understand nature, appreciate the outdoors, and become good stewards of the earth."

The partnership with Pennington helps fund their mission and in turn provides practical information to help determine if the feeders are both functional and attractive to a wide range of wild birds. Feeders will be set up in locations in the sanctuary where they can be observed by sanctuary staff and local birding experts who will document which birds are feeding on each feeder.

Hardigree testing practices include installing cameras at some observation stations to take pictures when observers are not present. Information gathered will be compiled by Pennington's wildlife biologist and given to our committee to determine which feeders meet the criteria to be manufactured.

We will utilize our partnership with [The Cornell Lab of Ornithology](#), the world's foremost experts on birds, to ensure the bird feeders and bird houses are not only aesthetically pleasing but are also optimized to help ensure bird health.

#### About Pennington

Founded in 1945 in Madison, Georgia as a small seed store, Pennington shipped over 500 million pounds of wild bird feed last year. Today, Pennington is part of the Central Garden & Pet Company family of brands. For birding tips, information on specific bird types and the correct types of seed to attract different types of birds, go to [Pennington.com](#).

#### About Central Garden & Pet

Central Garden & Pet Company is a leading innovator, producer and distributor of branded and private label products for the lawn & garden and pet supplies markets. Committed to new product innovation, our products are sold to specialty independent and mass retailers. Participating categories in Lawn & Garden include: Grass seed and the brands PENNINGTON<sup>®</sup>, and THE REBELS<sup>®</sup>; wild bird feed and the brand PENNINGTON<sup>®</sup>; weed and insect control and the brands AMDRO<sup>®</sup>, SEVIN<sup>®</sup>, and OVER-N-OUT<sup>®</sup>; fertilizer and the brands PENNINGTON<sup>®</sup> and IRONITE<sup>®</sup>; live plants from BELL NURSERY; and decorative outdoor patio products under the PENNINGTON<sup>®</sup> brand. We also provide a host of other regional and application-specific garden brands and supplies. Participating categories in Pet include: Animal health and the brands ADAMS<sup>™</sup>, COMFORT ZONE<sup>®</sup>, FARNAM<sup>®</sup>, HORSE HEALTH<sup>™</sup> and VITAFLEX<sup>®</sup>; aquatics and reptile and the brands AQUEON<sup>®</sup>, CORALIFE<sup>®</sup>, SEGREST<sup>™</sup> and ZILLA<sup>®</sup>; bird & small animal and the brands KAYTEE<sup>®</sup>, Forti-Diet<sup>®</sup> and CRITTER TRAIL<sup>®</sup>; and dog & cat and the brands TFH<sup>™</sup>, NYLABONE<sup>®</sup>, FOUR PAWS<sup>®</sup>, IMS<sup>®</sup>, CADET<sup>®</sup>, DMC<sup>™</sup>, K&H Pet Products<sup>™</sup>, PINNACLE<sup>®</sup> and AVODERM<sup>®</sup>. We also provide a host of other application-specific pet brands and supplies. Central Garden & Pet Company is based in Walnut Creek, California, and has almost 5,000 employees, primarily in North America. For additional information on Central Garden & Pet Company, including access to the Company's SEC filings, please visit the Company's website at [www.central.com](http://www.central.com).