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Nylabone Celebrates 70th Birthday with Limited-Edition Chew Toys and a Special Give-Back Campaign

NEPTUNE CITY, N.J.--(BUSINESS WIRE)-- Nylabone, an iconic brand in the Central Garden & Pet portfolio (NASDAQ: CENT) (NASDAQ: CENTA), is marking its 70th birthday in a big way – with the release of a special limited-edition chew toy collection and a mission-driven initiative to give back to dogs in need.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20250401102248/en/>

Nylabone Celebrates 70th Birthday with Limited-Edition Chew Toys and a Special Give-Back Campaign

To celebrate the significant milestone, Nylabone’s exclusive birthday collection features classic shapes and best-selling designs, all designed with the brand’s signature orange color. Exclusively available

throughout 2025, these celebratory chew toys combine durability, flavor, and fun for dogs of all sizes.

“There’s no better way for us to commemorate 70 years of chewing excellence than inviting dogs to join in on the celebration,” said Glen S. Axelrod, President and CEO of Nylabone Products. “These limited-edition chew toys not only represent Nylabone with their orange color, but exemplify the Nylabone® legacy with everything dogs and pet parents love about our high-quality chew toys. They provide long-lasting entertainment, help clean teeth, and promote positive chewing habits.”

Nylabone: Chew Toys With Heart & Purpose™ for 70 Years

Founded in 1955 and headquartered in Neptune City, New Jersey, Nylabone set out with a mission to create dog products that not only support healthy chewing habits but also strengthen the one-of-a-kind bond between dogs and their pet parents. Today, the brand is trusted by veterinarians and pet parents alike for durable chew toys, nutritious treats, and easy-to-use dental solutions for dogs of all ages and sizes.

Introducing the Limited-Edition Nylabone 70th Birthday Collection

The exclusive collection includes:

- *Power Chew Textured Bone and Textured Knuckle Bone*—These legacy shapes are celebration-ready with a colorful swirl of Nylabone orange and white. They’re made of

durable nylon and covered in textures that help clean teeth as dogs chew. Plus, they feature savory roasted chicken flavor throughout. Sizes X-Small and Medium (Textured Bone), X-Large (Textured Knuckle Bone).

- *Strong Chew Natural Rubber Textured Knuckle Bone*—Made from natural rubber, this bright orange chew toy is perfect for dogs who prefer some flex and give. It features bacon & cheese flavor throughout, plus ridges and nubs for dental benefits. Available in X-Large.
- *Power Chew Donut*—What better way to celebrate a birthday than with a donut? This festive dessert-inspired toy is made of durable nylon, infused with pumpkin & peanut butter flavor, and topped with Nylabone orange “frosting.” Sprinkle-like textures help clean teeth, making it a fun and functional chew. Available in Large.

These limited-edition chew toys are available at Amazon, Chewy, and select pet retailers while supplies last.

CHEWS for Good™: A Birthday Celebration with a Purpose

In addition to launching its birthday collection, Nylabone is giving back with its CHEWS for Good™ campaign, a heartfelt initiative dedicated to help dogs find and stay in loving homes. For every Nylabone® product purchased in 2025, the company will donate a Nylabone chew toy to dogs in Best Friends Animal Society-affiliated shelters and rescues—up to 25,000 toys!

Pet parents can join in by purchasing any Nylabone product and uploading their receipt to www.nylabonecares.com. Every submission also earns the chance to win exciting prizes, including gift cards and a grand prize! Entries can also be submitted by mail. Full contest rules and details are available at www.nylabonecares.com.

It's time to celebrate—grab a chew toy and join the fun!

About Nylabone

Nylabone, a leader in healthy chewing since 1955, crafts high-quality chew toys, tasty chew treats, exciting play toys, and innovative dental solutions. A family-founded company, Nylabone has a history of helping pet parents take the best possible care of their dogs. They are committed to developing world-class solutions for destructive chewing, separation anxiety, dental health, and more, helping dogs live fuller, happier lives. Recommended by veterinarians, Nylabone products encourage a positive relationship between humans and their furry best friends. To put it simply, Nylabone Chews Best™! For more information, visit www.nylabone.com. Nylabone is a brand owned by TFH Publications, Inc., a subsidiary of California-based Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) and has been a leader in responsible animal care for over 70 years.

About Central Garden & Pet

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 45 years. With fiscal 2024 net sales of \$3.2 billion, Central is on a mission to lead the future of the pet and garden industries. The Company's innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier, and communities

grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands, including Amdro®, Aqueon®, Cadet®, C&S®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, Nylabone® and Pennington®, strong manufacturing and distribution capabilities, and a passionate, entrepreneurial growth culture. Central is based in Walnut Creek, California, with 6,450 employees, primarily across North America. Visit www.central.com to learn more.

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