



**KAYTEE® IS PARTNERING WITH NATURE & HERITAGE FESTIVAL TO
GIVEAWAY HUMMINGBIRD ELECTRONECTAR™**

CHILTON, WI – March 15, 2012 – KAYTEE Products, Inc., a leader in wild bird food manufacturing, is proud to partner with the Nature & Heritage Festival in Rio Rico, Arizona to give away their KAYTEE Hummingbird ElectroNectar.

KAYTEE Hummingbird ElectroNectar is the first-ever, hydrating energy drink for nature's tiny acrobats. Naturally clear nectar with electrolytes, just like flowers! ElectroNectar goes beyond traditional feeder-nectars to not only attract hummingbirds, but also nourish and hydrate them. It gives hardworking hummers the fuel they need to keep their bodies in top form.

Developed to mimic flower nectar with no red dye #40. Hummingbirds have enormous endurance and strength for their size. They must eat half their body weight each day by drinking from 1,000 flowers daily. KAYTEE ElectroNectar is developed to mimic flower nectar with added electrolytes and no added colors. Now birders can feel good about filling their feeders with a hydrating, energy-boosting drink that's simply better for hummingbirds.

About Kaytee Wild Bird –

A division of Central Garden and Pet, Kaytee Wild Bird provides wild bird food, feeders and other products to help customers connect to nature. Founded in 1866 as a grain and seed business, the business has evolved over the years, but remains steadfastly committed to and highly regarded for superior quality, reliable service and innovative products. Kaytee was a 2009 Wisconsin Manufacturer of the Year nominee for outstanding business performance. Learn more about Kaytee at www.kaytee.com or at KAYTEE Wild Bird on Facebook.