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CENTRAL Form 4	GARDEN & PET	r co										
August 04,	2015											
FORM	1 4		GEGU	DIFIEG			NOLO		OMB AF	PROVAL		
	UNITED	STATES		RITIES A Ashington			NGE C	OMMISSION	OMB Number:	3235-0287		
Check t if no los					,2.0.20	Expires:	January 31,					
subject Section Form 4	to STATEN 16.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Estimated ave burden hours response										
obligati may co	Form 5 obligations may continue.Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940											
(Print or Type	Responses)											
					5. Relationship of Reporting Person(s) to Issuer							
			[CEN]	[]				(Check	all applicable)		
(Last) 1280 ATL					/Day/Year)				X_ Director10% Owner Officer (give titleOther (specify below)below)			
(Street) 4. If Amer				Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
MADISON	N, GA 30650							_X_ Form filed by Mo Form filed by Mo Person				
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Secur	rities Acqu	iired, Disposed of,	or Beneficiall	y Owned		
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year)			Code (Instr. 3, 4 and 5)				Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
~				Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Class A Common Stock	08/03/2015	8/03/2015			7,414	А	\$ 9.34	104,952	D			
Class A Common Stock	08/03/2015)8/03/2015			7,040	D	\$ 10.18	97,912	D			
Class A Common Stock	nmon 08/03/2015			M <u>(1)</u>	11,000	А	\$ 8.93	108,912	D			
Class A Common	08/03/2015			F(2)	10,173	D	\$ 10.18	98,739	D			

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Stock								
Class A Common Stock	08/04/2015	S	1,201	D	\$ 10.2509 (3)	97,538	D	
Class A Common Stock						3,876	Ι	By Spouse (4)
Class A Common Stock						15,208	Ι	By LLC (5)
Class A Common Stock						940.277	Ι	401(k) Account
Common Stock						159,950	D	
Common Stock						49,040	Ι	By L.P.
Common Stock						6,938	Ι	By Spouse <u>(4)</u>
Common Stock						7,604	Ι	By LLC (5)
Common Stock						1,015.962	Ι	401(k)Account
Reminder: Re	port on a separate line for each class of secu	irities bene	eficially ov	vned di	rectly or ind	irectly.		
			infor requi	matio ired to ays a	n containe respond u	d to the collect d in this form a unless the forn ralid OMB cont	are not 1	SEC 1474 (9-02)
	Table II - Derivative Sec(e.g., puts, calls)							
1. Title of	2. 3. Transaction Date 3A. Dee	med	4.	5. N	Jumber of	6. Date Exercisa	ble and	7. Title and Amour

1. Title of Derivative2.Derivative SecurityConversi or Exerci (Instr. 3)Price of Derivativ Security	se	 3A. Deemed Execution Date, if any (Month/Day/Year) 	4. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
\$ 9.34	08/03/2015		Code V M	(A) (D) 7,414	Date Exercisable	Expiration Date 08/13/2015	Title	Amount or Number of Shares 7,414

Stock Option (right to buy)							Class Common Stock	
Stock Option (right to buy)	\$ 8.93	08/03/2015	М	11,000	<u>(9)</u>	08/11/2016	Class A Common Stock	11,000

Reporting Owners

Reporting Owner Name / Address		Relationsh	nips				
	Director	10% Owner	Officer	Other			
PENNINGTON BROOKS III 1280 ATLANTA HIGHWAY MADISON, GA 30650	Х						
Signatures							
/s/ JoAnn Jonte, as attorney-in-fact for Sonny Pennington, III				08/04/2015			
<u>**</u> Signature of Report	ting Person			Date			
Explanation of Re	enon						

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Options exercised through sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.

Shares withheld by the Issuer in payment of the aggregate option exercise price and withholding tax liability incurred upon the(2) above-reported exercise of options. The amount of shares withheld is based on the respective average of the high and low sales prices on the date of the exercise.

The range of prices for the shares of Class A Common Stock is from \$10.14 to \$10.31. Mr. Pennington undertakes that he will provide, (3) upon request by the staff of the U.S. Securities and Exchange Commission, full information regarding the number of securities sold at

- each separate price.
- (4) Mr. Pennington disclaims beneficial ownership of 6,938 shares of the Issuer's Common Stock owned by his spouse and 3,876 shares of the Issuer's Class A Common Stock owned by his spouse.
- By Pennington Management Company II, LLC, in which Mr. Pennington has an ownership interest. Mr. Pennington is the President of
 (5) Pennington Management Company II, LLC. Mr. Pennington disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.
- (6) The information in this report is based on a plan statement as of June 30, 2015.

By BPCB Partners L.P. The general managing partner of BPCB Partners L.P. is BPCB Management Company LLC ("BPCBLLC") and(7) Mr. Pennington is the sole member of BPCBLLC. Mr. Pennington disclaims beneficial ownership of the reported securities except to the extent of his pecuniary interest therein.

- (8) One-third of the total options granted will become exercisable at each of 6 months, 18 months and 30 months after February 13, 2012, the date of grant.
- (9) One-third of the total options granted will become exercisable at each of 6 months, 18 months and 30 months after February 11, 2013, the date of the grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.