PENNINGTON BROOKS III

Form 4 May 14, 2012

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL OMB

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

Form 4 or Form 5 obligations may continue. See Instruction

Check this box

if no longer

subject to

Section 16.

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

SECURITIES

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

| 1. Name and A PENNING | _ | 2. Issuer Name and Ticker or Trading Symbol | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | | |
|-----------------------|---------------------|--|----------------|-------------------|--------------------------|---|--|---------------|------------|--|--|
| | | | CENTE [CENT | | RDEN & PET CO | | (Check all applicable) | | | | |
| (Last) | (First) | (Middle) | | f Earliest T | ransaction | _ | X Director Officer (give t | 10% | | | |
| 1280 ATLANTA HIGHWAY | | | 05/10/2 | Day/Year) 2012 | | be | below) below) | | | | |
| | | 4. If Amendment, Date Original | | | 6. | 6. Individual or Joint/Group Filing(Check | | | | | |
| | | Filed(Month/Day/Year) | | | | Applicable Line) _X_ Form filed by One Reporting Person | | | | | |
| MADISON, GA 30650 | | | | | | | Form filed by More than One Reporting Person | | | | |
| (City) | (State) | (Zip) | Tab | le I - Non-l | Derivative Securities Ac | quir | ed, Disposed of, | or Beneficial | ly Owned | | |
| 1.Title of | 2. Transaction Date | e 2A. Deen | ned | 3. | 4. Securities Acquired (| (A) | 5. Amount of | 6. | 7. Nature | | |
| Security | (Month/Day/Year) | Execution | n Date, if | Transactio | onor Disposed of (D) | | Securities | Ownership | Indirect | | |
| (Instr. 3) | | any | | Code | (Instr. 3, 4 and 5) | | Beneficially | Form: | Beneficia | | |
| | | (Month/D | Oay/Year) | (Instr. 8) | | | Owned | Direct (D) | Ownersh | | |
| | | | | | | | Following | or Indirect | (Instr. 4) | | |

| • | | i ab | 16 1 - 140 | 011-1 | erranve i | Secui | nies Acqui | reu, Disposeu or, | of Deficitioning | y Owneu |
|--------------------------------------|--------------------------------------|---|---|-------|--|------------------|---------------|--|---|---|
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) nor Disposed of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
| Class A | | | Code | V | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | (Instr. 4) | |
| Common Stock | 05/10/2012 | | S | | 35,000 | D | 9.6489 (1) | 92,045 | D | |
| Class A Common Stock | 05/14/2012 | | G | V | 4,000 | D | \$0 | 3,876 | I | By Spouse (2) |
| Class A Common Stock | | | | | | | | 15,208 | I | By LLC |
| Class A Common | | | | | | | | 38,080 | I | By L.P. <u>(4)</u> |

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Stock

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | ate | 7. Titl Amou Under Securi (Instr. | int of lying | 8. Price of Derivative Security (Instr. 5) |
|---|---|--------------------------------------|---|---|---|---------------------|--------------------|---|--|---|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|---|---------------|-----------|---------|-------|--|--|--|--|
| | Director | 10% Owner | Officer | Other | | | | |
| PENNINGTON BROOKS III 1280 ATLANTA HIGHWAY | X | | | | | | | |
| MADISON, GA 30650 | | | | | | | | |

Signatures

/s/ Stacey Cook, as Attorney-in-Fact for Brooks Pennington III

05/14/2012

**Signature of Reporting Person

Date

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).
 - The range of prices for the shares of Class A Common Stock is from \$9.58 to \$9.73. Mr. Pennington undertakes that he will provide,
- (1) 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.
- (2) Mr. Pennington disclaims beneficial ownership of 3,876 shares of the Issuer's Class A Common Stock owned by his spouse.
- (3) By Pennington Management Company II, LLC, in which Mr. Pennington has an ownership interest. Mr. Pennington is the President of Pennington Management Company II, LLC. Mr. Pennington disclaims beneficial ownership of the reported securities except to the extent

Reporting Owners 2

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of his pecuniary interest therein.

By BPCB Partners L.P. The general managing partner of BPCB Partners L.P. is BPCB Management Company LLC ("BPCBLLC") and (4) 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.

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.