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## **Worm Poop Startup TerraCycle Hits Million Dollar Mark With National Rollout by Zellers**

Plant Food Company's Commitment to Reused Packaging Saves Millionth Empty Pop Bottle

**(Toronto, ON) May 9, 2006** – Zellers, the national discount department store chain with nearly 300 stores across Canada, is the latest retailer to carry TerraCycle Plant Food throughout its locations. With the latest order from Zellers, TerraCycle sales have broken the \$1,000,000 mark for 2006.

TerraCycle Inc. ([www.terracycle.ca](http://www.terracycle.ca)) is a Canadian-founded startup that produces garden products that are made from waste (worm poop) and packaged in waste (used pop bottles). Recently, TerraCycle achieved another milestone when it saved its millionth plastic bottle.

TerraCycle was founded in 2001 by Tom Szaky, a then 20-year-old Canadian who dropped out of Princeton after visiting a friend in Montreal and being inspired by a bucket of red worms that converted the house's kitchen waste into nutrient-rich plant food. In 2004, TerraCycle was named one of the 100 Most Innovative Companies by Red Herring magazine. In spring 2005, Szaky convinced Wal\*Mart and Home Depot stores in Canada to carry TerraCycle. In 2005, Home Depot Canada gave TerraCycle the retailer's Environmental Stewardship Award.

TerraCycle Plant Food™ is made by taking organic waste that was destined for a landfill, feeding it to millions of worms, and liquefying their poop to make a powerful, all natural plant food. Many of the used bottles come from a 'Bottle Brigade' bottle-collection program that pays non-profits to collect and send the company used 20-ounce plastic bottles. The program is in place in nearly 750 schools, charities and other non-profit groups throughout North America. The campaign pays the groups \$0.05 for each bottle, or \$0.06 each if the bottle's label is removed. TerraCycle will also pay extra if someone returns empty TerraCycle bottles.

"Hitting the \$1 million sales mark at virtually the same time we saved our millionth bottle proves our belief that a company can do well by doing good," said Tom Szaky, CEO and co-founder of TerraCycle.

In addition to Zellers, TerraCycle products are available at Home Depot, Wal\*Mart and Home Hardware.