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Company That Reuses Soda Bottles Sees Nationwide 'Bottle Brigade' Swell to More Than 1200 Locations

(Trenton, NJ) July 1, 2006 – More than 1,200 schools, churches, charities and other non-profit organizations are making money by collecting trash. The groups have registered to earn funds by gathering up used soda bottles and sending them to an innovative manufacturer who reuses the bottles to package its eco-friendly garden products. TerraCycle, Inc. (www.terracycle.net) pays its 'Bottle Brigade' collectors \$0.05 for each 20 ounce bottle, or \$0.06 if the collector removes the labels. In addition, TerraCycle offers a \$0.10 to \$0.15 'bounty' on the company's empty containers.

"We are very pleased to have over 1,200 locations helping us reuse plastic bottles that might otherwise end up in a landfill." said Tom Szaky, CEO and co-founder of TerraCycle. "A number of our locations have sent us over 1,000 bottles. If they all hit that level, we will collect over a million bottles!"

TerraCycle uses worm poop to make naturally powerful plant foods, and packages them in discarded soda bottles. Whenever possible, the eco-capitalist company uses discarded materials, such as surplus spray heads and misprinted shipping boxes. TerraCycle products are available at leading retailers such as Home Depot, Wal-Mart and CVS; at specialty retailers such as Whole Foods and Wild Oats; and at hardware stores including Ace, Do it Best and True Value.

TerraCycle Plant Food™ is the first consumer product made and packaged entirely from trash. The company takes premium organic waste that was destined for a landfill, feeds it to millions of worms, and liquefies their poop to make a powerful, all natural plant food. TerraCycle then packages the product in reused soda bottles.

In 2004, TerraCycle was named one of the 100 Most Innovative Companies by Red Herring magazine. In 2005, Home Depot Canada gave TerraCycle the retailer's Environmental Stewardship Award. This month, Inc. magazine's cover story on TerraCycle crowned the company "The Coolest Little Startup in America."