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## **TerraCycle Introduces First-Ever All-Natural Worm Poop Lawn And Garden Fertilizers In Spring 2007**

First All-Natural Liquid Lawn and Garden Fertilizer Sold in Many Big Box Stores

**TRENTON, NJ – September 2006** – With 2007 introductions in full-swing, TerraCycle continues its super eco-friendly product expansion by unveiling brand new all-natural lawn and garden fertilizers made from waste (organic waste fed to worms that make worm poop) and packaged in waste (used soda bottles collected across the country by school students) with hose attachments on top. The concentrates directly attach to garden hoses and automatically mix with water, making it quick and easy to cover the entire lawn or garden with an even coating of natural, potent TerraCycle worm poop fertilizer.

Packaged in sets of two, TerraCycle Lawn Fertilizer comes in a 1-liter size used soda bottle, an abundant amount of product for fertilizing home and commercial lawns. The product covers up to 5000 square feet and contains an increased amount of nitrogen, promoting color and promoting grass that is lush and vibrant green. TerraCycle's all-natural worm poop lawn fertilizer is the first one ever to be sold in many big box stores, marking a pivotal step in how the most eco-friendly company's products are taking stores by storm nationwide.

TerraCycle Garden Fertilizer sells in packages of two 20-oz. used soda bottles and imparts plants with the nutrients they crave for long, budding lives. This fertilizer acts as a multi-purpose product and is perfect for any plant combination garden.

Used soda bottles for TerraCycle products are collected through the "Bottle Brigade" program. TerraCycle distributes collection bins to various schools and non-profit organizations where used soda bottles are dropped off for free shipment back to the company. Thanks to the program's widespread success, TerraCycle has collected over one million bottles from over 1,400 locations throughout the U.S. and Canada.

### **About TerraCycle, Inc.**

A young angel-funded company founded in 2002, TerraCycle ([www.terracycle.net](http://www.terracycle.net)) is the brainchild of a then 20-year-old Canadian entrepreneur and Princeton University dropout. The world's most eco-friendly manufacturer of plant foods, TerraCycle makes its products with worm poop and then sells them in used soda bottles. The company debuted its revolutionary worm poop plant food line at Canadian Wal\*Mart and Home Depot stores in 2005 and was honored with Home Depot Canada's Environmental Stewardship Award that same year. On track to be one of the fastest growing companies in the industry, TerraCycle worm poop plant foods are also available in U.S. Home Depot and Wal\*Mart stores nationwide. In July 2006, an Inc. magazine cover story crowned TerraCycle "The Coolest Little Startup in America."

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