



TerraCycle, Inc.
121 New York Ave.
Trenton, NJ 08638

Contact: Litsa Theodorakis
609.393.4252 ext. 34
litsa@terracecycle.net

TerraCycle Launches World's First Potting Mix Not Packaged In A Bag...It's In A Used Milk Jug!

Peat-Free Organic Worm Poop Potting Mixes Being Introduced Spring 2007

TRENTON, NJ – September 2006 – TerraCycle sets a precedent this spring and introduces the only potting mix that is *peat-free* while also being made from waste (worm poop, compost and coconut) and packaged in waste (reused 1-gallon milk containers) for indoor plants. The new potting mix comes in the All-Purpose formulation.

Ready-to-use, this organic potting mix is a perfect year-round way to grow plants and provide them with extra nourishment while preventing destruction of the environment, specifically peat bogs. While most potting mixes contain peat moss that some environmental groups claim is strip-mined from the earth, TerraCycle Potting Mix is made entirely from waste materials and does not contain any peat. Also, TerraCycle packages the potting mix in reused milk jugs making it even more eco-friendly.

TerraCycle All-Purpose Potting Mix is ideal for gardeners who do not plant specific flowers and foliage but who just love the hobby of gardening. The mix works well on all types of plants and provides a constant release of nutrients instead of one big dose. As the organic matter in the mix breaks down, nutrients are released to plant roots. There is no need to fertilize constantly since the product regulates its own nutrient release. All gardeners have to do is water on a regular basis.

TerraCycle collects recycled packaging, which are primarily used 1-gallon water and milk jugs, by setting up collection bins in schools and non-profit organizations throughout the U.S. and Canada. TerraCycle makes a donation for every jug that is collected. This program is an expansion of TerraCycle's popular soda bottle collection program (the bottles are used as packaging for TerraCycle's liquid fertilizer line) which is currently in over 1400 locations.

About TerraCycle, Inc.

A young angel-funded company co-founded in 2002, TerraCycle (www.terracecycle.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."

###