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Worm Poop Pushers keep Progressing with Multi-Million Dollar Growth
“The Coolest Little Start-Up in America” becomes major national organic brand

October 2006 (Trenton, NJ): Eco-capitalist company TerraCycle experiences exponential growth in 2006 that will continue into 2007. The release of 10 effective new, all natural products, and its arrival on the shelves of yet another big-box retailer next year fuel TerraCycle’s continued growth. Target® stores will start carrying TerraCycle’s products nationwide in 2007. This is in addition to the quickly growing list of retailers already carrying TerraCycle’s products which includes: Wal-Mart, Home Depot, CVS, Whole Foods, ACE hardware and many more.

TerraCycle’s products are the world’s first to be made from (worm poop) and packaged (used soda bottles) entirely in waste. TerraCycle is proud to release a new tomato-specific variety of its powerful plant foods. 2007 will also see the release of TerraCycle’s new seed starter, which will be packaged in 100% recycled paper. TerraCycle is also introducing concentrated fertilizers for both the lawn and garden. TerraCycle’s new Potting Mix will be the only potting mix to be packaged in re-used 1-gallon jugs.

TerraCycle is pleased to announce the formation of two exciting new corporate alliances, the first with the American Horticultural Society. The alliance with TerraCycle will help the AHS as they change their focus to organic and eco-friendly gardening. The second alliance is with Star Farm Production’s cartoon characters Edgar & Ellen. Edgar and Ellen’s books are published by Simon + Schuster and sold in retailers like Target.

The trouble-causing twins are the perfect spokes-characters for TerraCycle’s Bottle Brigade. Edgar & Ellen will appear on TerraCycle’s Bottle Brigade Neck Tags in Target stores, which will proudly display the names of kids who help us collect bottles. In 2006, over 1,500 locations collected over 1 million bottles.

TerraCycle’s sales goal is well over 5 million dollars in 2007. To date, TerraCycle has raised over 4.5 million dollars from angel investors.

About TerraCycle: TerraCycle Plant Food™ is the first consumer product made and packaged entirely from trash. TerraCycle uses worm poop to make naturally effective plant foods, and packages them in used soda bottles. The eco-capitalist company uses discarded materials, such as surplus spray heads and misprinted shipping boxes.