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Using Worm Poop to Make Cottage Friendly Fertilizer

TerraCycle Introduces First All-Natural Lawn Fertilizer Sold In Many Big Box Stores

TRENTON, NJ – October 2006 – Every cottage owner is faced with the following dilemma: how can I maintain a lush, green lawn without poisoning the ground water and endangering plant and wildlife? In 2007, TerraCycle's worm poop lawn fertilizer will solve this problem once and for all. TerraCycle's Lawn fertilizer is all natural, yet very effective. Like all of TerraCycle's other products, this is the *first lawn fertilizer made from waste (worm poop) and packaged in waste (used soda bottles)* with a hose-top attachment.

TerraCycle's worm poop fertilizer is the only natural lawn fertilizer to be sold in many big-box retailers for 2007. 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 5,000 square feet and contains an increased amount of nitrogen, promoting color and helping grasses to be lush and vibrant green.

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) 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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