



TerraCycle, Inc.
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Eco Chic Extends Well Beyond the Wardrobe With TerraCycle's Environmentally-Conscious Natural Worm Poop Garden Fertilizers

TRENTON, NJ – October 2006 – Stay in style this season by going eco chic. With TerraCycle, eco chic extends beyond the wardrobe and becomes a way of life. Now you can care about the environment and have a beautiful garden by using planet-friendly garden products by TerraCycle. TerraCycle manufactures and sells plant fertilizers made from waste (worm poop) and packaged in waste (used soda bottles). TerraCycle's plant food products are effective and natural, staying in tune with the current lifestyle trend changing the world - hybrid cars, energy-efficient appliances, non-toxic cleaning products and vegan clothing.

TerraCycle also teaches kids about the importance of living an eco chic lifestyle. TerraCycle's used soda bottles are collected by kids nationwide through our Bottle Brigade program. There are over 1500 Bottle Brigade locations. In exchange for every bottle collected, TerraCycle donates funds to our collector's schools or non-profit organizations.

Four (4) eco chic TerraCycle products are currently in stores nationwide such as Home Depot, Wal*Mart and Whole Foods - the 20-oz. used soda bottle All-Purpose, African Violet and Orchid liquid fertilizer sprays as well as the 2-liter used soda bottle All-Purpose liquid fertilizer. The Organic Materials Review Institute (OMRI) has listed all these products as acceptable products for organic production.

In January and February of 2007, TerraCycle is expanding its product lineup to ensure that every part of the garden is eco chic. New launches include garden and lawn fertilizer concentrates with hose-top attachments; peat-free All-Purpose, Cactus, African Violet and Seed Starting potting soils packaged in 1-gallon used milk jugs instead of bags; Cactus, Tomato, Tropical, Herb and Rose spray fertilizers; and a biodegradable seed starter whose cells can be watered and planted directly into soil.

For more information on any of these products, contact Litsa Theodorakis at litsa@terracecycle.net or 609-393-4252 ext. 34. High-rez photos, interviews and product samples are available upon request.

About TerraCycle, Inc.

A young angel-funded company founded in 2002, TerraCycle (www.terracecycle.net) is the brainchild of 24-year-old Canadian entrepreneur and Princeton University dropout. The company launched 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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