



**TerraCycle, Inc.**  
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## **Balance Your Mind, Body And Garden With TerraCycle All-Natural Worm Poop Plant Fertilizers**

**TRENTON, NJ – October 2006** – If your garden is looking a little tense, apply TerraCycle plant fertilizer to help find its Zen organically. TerraCycle manufactures and sells plant fertilizers made from worm poop and packaged in used 20-oz. and 2-liter soda bottles. The company's plant food products are effective in a natural way, making sure all plants stay centered.

Four garden-oriented TerraCycle products are currently in stores across the country such as Home Depot and Wal-Mart. They are 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 with additional methods for calming and making the most out of every garden. 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 as is.

For more information on any of these products, contact Litsa Theodorakis at [litsa@terracycle.net](mailto:litsa@terracycle.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.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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