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TerraCycle Expands Eco-Friendly Worm Poop Plant Food Lineup For Spring 2007

**Introduces First-Ever Herb and Tropical Fertilizers to Line of Products
Made From and Packaged in Waste**

TRENTON, NJ – September 2006 – TerraCycle continues the eco-friendly revolution into spring 2007 by expanding its plant food products, even introducing the first-ever herb and tropical fertilizers on the market made from worm poop and sold in used 20-oz. and 2-liter soda bottles. These new organic products are made with individual specifications in order to provide much-needed nutrients based on each plant's needs, ensuring that plants reach their ultimate potential. With the new, groundbreaking herb and tropical plant foods, TerraCycle shows that they are a formidable competitor in the gardening and horticulture marketplace, continuously producing the world's most eco-friendly products.

Cactus Plant Food: TerraCycle Cactus Plant Food has added phosphorus, an essential nutrient that assists cacti in producing flowers. It's a nutrient that cactus plants use a lot of in the flowering stage and promotes bigger, healthier flowers. Cactus Plant Food is packaged and sold in a 20-oz. used soda bottle.

Herb Plant Food: Containing added nitrogen, TerraCycle Herb Plant Food promotes leaf and stem growth in all herbs especially leafy green ones. It is the first product of its kind on the market made specifically for herb plants. This product is perfect for home gardeners who love to pick their own herbs from the garden for cooking. It is available in a 20-oz. used soda bottle.

Rose Plant Food: Since roses require a greater amount of iron than other plants, the Rose Plant Food includes a boost of the essential nutrient. The added boost of iron makes sure that rose plant leaves and bushes stay healthy. Use this plant food to grow roses with bigger, fuller blooms taller than the rest. The product comes packaged in a 2-liter used soda bottle.

Tomato Plant Food: The Tomato Plant Food has a calcium boost so that tomato plants resist against developing blossom-end-rot. Packaged in a 2-liter used soda bottle, it's perfect for gardeners who love to grow tomatoes for recipes and snacking.

Tropical Plant Food: TerraCycle Tropical Plant Food contains an added nitrogen boost to promote greener foliage. This plant food comes in a 2-liter used soda bottle for easy use on tropical plants of all shapes and sizes. As with the herb plant food, TerraCycle Tropical Plant Food is the first of its kind on the market.

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TerraCycle collects used soda bottles for its worm poop plant foods through fundraisers and donation bins located in schools and non-profit organizations throughout the U.S. and Canada. To date, the "Bottle Brigade" program has collected over one million bottles at over 1400 locations.

About TerraCycle, Inc.

A young angel-funded company co-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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