FOR IMMEDIATE RELEASE

For More Information:
Cool Planet
media@coolplanet.com
(303) 221-2029

Cool Planet’s CoolTerra™ Product Wins Gold 2015 Edison Award for its Contributions to the Agricultural Industry

CoolTerra™, a Water-Saving Soil Amendment, was Recognized in the Agricultural Enhancements Category; Awards Celebrate 26 Years of Honoring Innovators and Innovation

New York, NY – April 24, 2015 – Cool Planet’s CoolTerra™ product, a water and fertilizer-saving soil amendment that sequesters carbon and delivers transformative benefits to drought-stricken agriculture regions, has been named a Gold Edison Award winner.

CoolTerra™ acts as a virtual sponge to retain water and nutrients at the root zone, establishing lasting, naturally organic support systems for crops. With reductions in water or fertilizer, CoolTerra™ maintains or improves total production levels. CoolTerra™ also sequesters carbon from the atmosphere, helping to reverse climate change by taking CO₂ captured by plants and storing it in the soil.

The Edison Awards, celebrating 28 years of honoring the best in innovation and excellence in the development of new products and services, announced CoolTerra™ as a Gold award recipient at the April 23rd event at The Capitale in New York City. Cool Planet’s Wes Bolsen joined Robert Lutz and Clayton Christensen of Harvard Business School, as well as senior executives from some of the world’s most recognized companies, to discuss the company’s innovative CoolTerra™ product at the innovators summit earlier in the day.

“Our judges recognized CoolTerra™ as a true innovator out of the many products in the Agricultural Enhancements category,” said Frank Bonafilia, executive director of the Edison Awards.

“CoolTerra™ is a perfect solution for farmers, growers, and landscapers who are looking for innovative ways to reduce water use, but maintain or even improve results, which is particularly valuable in the drought stricken western US,” says Rick Wilson, Vice President of Cool Planet’s Biocarbon business. “CoolTerra™ increases water use efficiency and reduces the need for fertilizer—that’s a game changer for the agricultural industry.”

Receiving an Edison Award is one of the highest accolades a company can receive for innovation in business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world. The ballot of nominees for the Edison Awards™ was judged by a panel of more than 3,000 leading business executives.
About Cool Planet
Cool Planet is commercializing a technology to create hydrocarbon and biocarbon products in ways that can change the world for good. The company’s renewable fuels and chemicals are identical to fossil hydrocarbons, and its CoolTerra™ product increases crop productivity and promotes more robust plant health while reducing fertilizer and water requirements. The process is capable of being carbon-negative, reversing the consequences of carbon dioxide build-up from fossil fuels. Cool Planet’s technology has a broad portfolio of pending and granted patents. Strategic investors include BP, Google Ventures, Energy Technology Ventures (GE, NRG and Conoco Phillips), the Constellation division of Exelon, and leading venture capital investors, including North Bridge Venture Partners.

Find more about the CoolTerra™ product at www.coolterra.com; On Twitter: @CoolTerraNews; On Facebook: facebook.com/CoolTerraNews.

Visit CoolPlanet at www.coolplanet.com; On Twitter: @CoolPlanetFuels; On Facebook: facebook.com/CoolPlanetEnergySystems.

About the Edison Awards™
The Edison Awards is a program conducted by Edison Universe, a non-profit, 501(c)(3) organization dedicated to fostering future innovators. The Awards have been recognizing and honoring the best in innovations and innovators since 1987. They honor game-changing innovations that are at the forefront of new product and service development, marketing and human-centered design, and are one of the highest accolades a company can receive in the name of successful innovation. For more information about the Edison Awards complete program and a list of past winners, visit www.edisonawards.com.