



## **Cool Planet's CoolTerra™ Named Edison Award Finalist**

*Prestigious award recognizes CoolTerra's contributions to innovation, creativity and ingenuity in the global economy and the agricultural industry*

**GREENWOOD VILLAGE, Colo., February 12, 2015**—CoolTerra™, a biocarbon soil enhancer from Cool Planet which sequesters carbon and delivers transformative benefits to industries as diverse as agriculture, water and animal health, has been named a 2015 Award Finalist by the internationally renowned Edison Awards™. The distinguished awards are inspired by Thomas Edison's persistence and inventiveness.

"Cool Planet is focused on developing sustainable solutions for the world's food, water and energy needs. CoolTerra™ exemplifies our company's mission by helping farmers improve the health of their soil to grow more food while also conserving water resources," said Howard Janzen, President and CEO of Cool Planet.

CoolTerra™ is a highly porous soil enhancer engineered to retain water and fertilizer for improving soil health and productivity. For farmers and growers in the Western U.S. and elsewhere, the commercially available amendment gives them the ability to maintain or improve their crop yield. Reducing fertilizer use also mitigates water pollution from farm runoff.

"It's exciting to see companies like Cool Planet continuing Thomas Edison's legacy of challenging conventional thinking," said Frank Bonafilia, Edison Awards' executive director. "Edison Awards recognizes the game-changing products and services, and the teams that brought them to consumers."

Award winners will be announced April 23, 2015 at the Edison Awards Annual Gala in New York City. Edison Award nominees are judged by more than 3,000 senior business executives and academics from across the nation whose votes acknowledge the Finalists' success in meeting the award's stringent criteria of quality.

### **About CoolTerra™**

CoolTerra™ is delivering new solutions for agriculture and water conservation. 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 and fertilizer, CoolTerra™ maintained or improved total production levels. CoolTerra™ also sequesters carbon from the atmosphere, helping to reverse climate change by taking CO<sub>2</sub> captured by plants and storing it in the soil underground.

### **About Cool Planet**

Cool Planet is commercializing a technology to create green fuels and biochar in ways that can change the world for good. The company's green fuels are chemically identical to fossil fuels, 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, GE, ConocoPhillips, NRG Energy, the Constellation division of Exelon, and leading venture capital investors, including North Bridge Venture Partners.

Connect with Cool Planet on Facebook at [facebook.com/CoolPlanetEnergySystems](https://facebook.com/CoolPlanetEnergySystems), on Twitter at [twitter.com/CoolPlanetFuels](https://twitter.com/CoolPlanetFuels) and at [coolplanet.com](https://coolplanet.com).

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