

Alternative Energy Headlines

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Cool Planet Announces Launch of Cool Terra™ Biochar Soil AmendmentReduces Atmospheric CO² and Increases Crop Yields*Field trial opportunities available through the Cool Planet biochar team*

GREENWOOD VILLAGE, Co. & AMHERST, Mass.--([BUSINESS WIRE](#))--Cool Planet Energy Systems, a developer of small-scale bio refineries for the conversion of non-food biomass into biofuels and soil enhancing biochar, announced today the launch of their biochar soil amendment product "Cool Terra™" for commercial agricultural trials. Rick Wilson, Vice President of the Cool Planet Biochar Group, made the announcement at the 2013 US Biochar conference. Cool Planet has assembled one of the top biochar research teams in the world to develop and produce high-performance biochar soil amendments designed for specific applications. The company plans to continue expanding application opportunities with selected partners in the agricultural community leading to commercial product release in 2014.

"We are excited about the opportunity to combine science with the real life practical experience of our agriculture industry partners to progress the use of biochar. This work will allow our Carbon Negative fuel technology to improve crop production while delivering environmental benefits," said Cool Planet CEO Howard Janzen.

Cool Planet, a sponsor of the 2013 North American Biochar Symposium, will discuss the potential impact of the market-driven application of biochar in decarbonizing the atmosphere at the conference being held in Amherst, MA Oct 13 – 16. Cool Planet has shown yield improvements consistently averaging 60% and input reductions of 40%, combined with accelerated growth rates, in commercial field trials in California, enabling cost-effective farming in regions with structured drought such as California and Arizona.

"We are already in commercial trials with our proprietary Cool Terra™ biochar soil amendment, and with this launch we plan to add new partners that will lead to large-scale commercialization," said Rick Wilson of Cool Planet. "We are also making experimental quantities of our activated biochar available through our website."

About Cool Planet

Cool Planet is deploying disruptive technology through capital efficient, small scale biorefineries, to economically convert non-food biomass into high-octane, drop-in biofuels. The process also generates value through biochar production, which can be returned to the soil, with the "Cool Terra™" product enabling fertilizer and water retention for increased crop productivity, and more robust plant health. The process can be carbon negative, removing over 100 percent of the carbon footprint for every gallon used, reversing the consequences of fossil fuels. Cool Planet's technology has a broad portfolio of pending and granted patents. Global investors include BP, Google Ventures, Energy Technology Ventures (GE, ConocoPhillips, NRG Energy), and the Constellation division of Exelon.

Connect with Cool Planet on Facebook at facebook.com/CoolPlanetEnergySystems, on Twitter at twitter.com/CoolPlanetFuels and at www.coolplanet.com.

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Smart Multimedia Gallery

[Growth increase example using Cool Terra\(tm\) Biochar from Cool Planet \(Photo: Business Wire\)](#)



<http://www.coolplanet.com>

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