



Cool Planet Begins Commercial Production of its Advanced CoolTerra™ Product

Company unveils first commercial production facility for CoolTerra™; a new solution for the agriculture industry that enables farmers to use less water and fertilizer

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CAMARILLO, CALIFORNIA – (BUSINESS WIRE) – Cool Planet Energy Systems, a technology company that develops sustainable solutions for energy, food and water, has unveiled its first commercial-scale production facility for its CoolTerra™ soil amendment. The new manufacturing facility is located in Camarillo, California.

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, even in drought conditions with less water and fertilizer. . Reducing fertilizer use mitigates water pollution from farm runoff.

“This is an important step for our company, and we believe for the agriculture industry more broadly,” said Howard Janzen, President and CEO of Cool Planet. “We have developed a technologically-advanced soil amendment that enables farmers and growers to increase their crop yields with the same watering levels, and in drought conditions under water restrictions, to maintain overall production levels.”

In a recent field trial testing the effectiveness of CoolTerra™ on high-value strawberry crops, CoolTerra™ increased production by 56 percent with normal watering levels and with 40 percent less fertilizer. In recent turf grass trials with a municipality, CoolTerra™ enabled water use to be cut in half while improving the overall appearance of the lawns.”

“Based on the results of our scientifically-designed field trials and the early interest that we’re seeing from growers, we know that this advanced soil amendment offers a compelling solution for addressing drought conditions and water restrictions,” said Rick Wilson, Vice President, CoolTerra™ Business for Cool Planet “While untreated soil allows water and nutrients to evaporate or leach into the ground, away from the root zone of plants, CoolTerra™ retains water and nutrients in the root zone due to its engineered properties.”

“In addition to the results we’ve seen in drought-stricken California, we’ve also begun trialing CoolTerra™ in the Middle East to enhance crop yields in the arid desert climate,” said Janzen. “And we’re actively exploring other international market opportunities.

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“Cool Planet focuses on developing sustainable solutions for the world’s food, water and energy needs. CoolTerra™ is in keeping with our company’s mission by helping farmers improve the health of their soil to grow more food, while conserving water resources.”

CoolTerra™ is commercial available at www.coolterra.com or (888) 564-9332.

About CoolTerra™

CoolTerra™ delivers 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. Trials with CoolTerra™ achieved significantly higher yields per acre with standard watering. With reductions in water or fertilizer, CoolTerra™ maintained or improved total production levels. Importantly, CoolTerra™ also sequesters carbon from the atmosphere, helping to reverse climate change by taking CO₂ captured by plants and storing it in the soil underground. CoolTerra™ has received organic certification from the Organic Materials Review Institute (OMRI®), the California Department of Food and Agriculture, and the state of Washington. CoolTerra™ is the first biochar-based product to be certified by the International Biochar Initiative.

About Cool Planet

Cool Planet is commercializing a technology to create green fuels and an advanced soil amendment that can change the world for good. The company’s green fuels are chemically identical to fossil fuels, and its CoolTerra™ advanced soil amendment product increases crop productivity and promotes more robust plant health while reducing water and fertilizer requirements. The process is capable of being carbon-negative, reversing the consequences of CO₂ 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, on Twitter at twitter.com/CoolPlanetFuels and at coolplanet.com.

Contacts:

CoolTerra™ Sales
+1-888-564-9332
biochar@coolplanet.com

Cool Planet Energy Systems
Josh Howell, +1-303-653-9741
media@coolplanet.com

or

Olson Engage
Quinn Kelsey, +1-605-695-7879
qkelsey@olson.com