

## Cool Planet's Cool Terra™ Biochar Receives International Biochar Initiative's 1<sup>st</sup> Certification, California Organic Certification, and Support from United Nations Environment Program

2014 Volume Shipments to Reduce Atmospheric CO<sub>2</sub> and Increase Crop Yields  
*Cool Planet demonstrates commercial product leadership with its biochar*



Cool Terra(tm) Biochar Production Volume shipment (Photo: Business Wire)

December 16, 2013 04:00 PM Eastern Standard Time

GREENWOOD VILLAGE, Colo.--(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 that their biochar soil amendment product "Cool Terra™" is being recognized both in the United States and internationally with certifications and endorsements. These announcements show the leadership role Cool Planet has taken in the broad field of Agricultural soil amendments. The recent certifications complete the requirements needed to begin commercial biochar shipments in 2014.

"It has been a great year for Cool Planet, and the Cool Planet biochar research team. After announcing successful field trial results for Cool Terra™ at the 2013 US Biochar conference, we now have the ability to produce and ship commercial volumes in 2014," said Rick Wilson, Vice President of the Cool Planet Biochar Group.

Cool Planet biochar has recently received certification from the California Department of Food and Agriculture to be classified as a commercial Organic Product. This validates Cool Terra™ for use in organic farming, in addition to its role as a high-performance biochar soil amendment.

Cool Planet is also the 1<sup>st</sup> company with a product to be certified by the International Biochar Initiative (IBI) ([http://www.biochar-international.org/certification/manufacturer\\_directory](http://www.biochar-international.org/certification/manufacturer_directory)) for having met the criteria established in their most recent standards. This includes a standardized product definition, testing guideline, and how the product will be used in the soil.

In addition, Cool Planet has been recognized by The United Nations Environment Program (UNEP), stating "[We are] pleased to support the biochar applications in commercial agriculture being conducted by Cool Planet Energy Systems."

A recent UNEP publication<sup>1</sup> has concluded that, "Storing carbon in soil for centuries while making nutrient-poor soils fertile, reduce the need for polluting fertilizers, conserve water and prevent desertification, this ancient technique may prove to be part of the solution to 21<sup>st</sup> century problems."

The company plans to continue expanding application opportunities with selected partners in the agricultural community with its commercial product release in 2014. With the necessary certifications received and extremely successful field trials, the company plans to ship thousands of tons of commercial product in 2014.

Cool Planet CEO Howard Janzen stated, "Our investors have always seen us as both a biofuels and biochar company. With U.N. recognition and organic certification from California, Cool Terra™ will see significant sales in 2014 and rapid growth in future years to serve multiple segments of the global Ag market."

Cool Planet's commercial trials with California and Florida farmers have shown accelerated growth rates, and yield improvements consistently averaging 60%, with input fertilizer and water reductions of 40%, enabling cost-effective farming in regions that are currently restricted due to structured drought issues.

### 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 is capable of being 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](https://www.facebook.com/CoolPlanetEnergySystems), on Twitter at [twitter.com/CoolPlanetFuels](https://twitter.com/CoolPlanetFuels) and at [www.coolplanet.com](http://www.coolplanet.com)

UN Reference: 1) TUNZA 9 (2), p. 15

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### Company Information

COOL PLANET ENERGY SYSTEMS

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