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Cool Terra® Receives USDA Biobased Product Certification *Engineered Biocarbon Naturally Benefits Soil Health*

GREENWOOD VILLAGE, Colo. (February 10, 2016) — Earning the USDA Certified Biobased Product Label, [Cool Terra®](#) Engineered Biocarbon™ fulfills all federal purchasing requirements for biobased products through the [USDA BioPreferred®](#) program. Cool Terra naturally increases the water holding capacity of most soils, improves nutrient efficiency at the root level and nurtures microbial growth – supporting soil health and plant growth.

“We’re pleased to be part of the USDA BioPreferred program as agriculture continues to move toward more sustainable, progressive practices,” says Howard Janzen, CEO of Cool Planet, the manufacturer of Cool Terra. “By delivering a solution that sequesters carbon, helps to improve soil health and increases water and nutrient efficiency, Cool Terra benefits the environment, government agencies and growers.”

Cool Terra Engineered Biocarbon is different from standard biochar products due to Cool Planet’s proprietary detoxifying and treatment process – which provides the following features:

- Removing toxins, residues and cleaning pores
- Adjusting key soil health properties of the material
- Delivering a product designed to better retain water and nutrients at the root level

The resulting engineered biocarbon is a unique material that produces consistent and reliable results for many applications in the agriculture industry.

Through the USDA BioPreferred program, all biobased amount claims are verified by independent labs and monitored by the USDA. Consumers may feel secure in the accuracy of the biobased amount and be empowered in making better-informed purchasing decisions by using the [BioPreferred® Program Catalog](#).

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About Cool Planet

Cool Planet is commercializing a technology to create green fuels and biocarbon in ways that can change the world for good. The company’s green fuels are chemically identical to fossil fuels, and its Cool Terra® product is engineered to improve soil health. The process is carbon-negative, helping to reverse 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, the Constellation division of Exelon, Energy Technology Ventures (GE, NRG and Conoco Phillips), 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.

About Cool Terra

Cool Terra is an engineered biocarbon product delivering new solutions for agriculture, landscape, turf, nursery and ornamental markets. Cool Terra acts like a sponge to retain water and nutrients at the root zone, helping to establish lasting, naturally organic support systems for plants. Cool Terra sequesters carbon from the atmosphere by taking CO₂ captured by plants and storing it in the soil underground.

Learn more about the Cool Terra product at www.coolterra.com, on Twitter at [@CoolTerraNews](https://twitter.com/CoolTerraNews) and on Facebook at facebook.com/CoolTerraNews. Contact Cool Terra at coolterra@coolplanet.com or (888) 564-9332.

About USDA BioPreferred

The USDA BioPreferred program was created by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill), and expanded by the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill). The purpose is to increase the purchase and use of biobased products. The

United States Department of Agriculture manages the program. Products that meet the USDA BioPreferred program requirements carry a distinctive label for easier identification by the consumer. To learn more about the USDA Certified Biobased Product Label please visit www.biopreferred.gov, and follow on Twitter: [@BioPreferred](https://twitter.com/BioPreferred).