



Cool Planet partners with J.R. Simplot Company to distribute innovative Cool Terra® Engineered Biocarbon™ product to improve soil health

GREENWOOD VILLAGE, Colo. (April 6, 2016) — Cool Planet is proud to announce a new distribution agreement with the J.R. Simplot Company, one of the largest privately held agricultural companies in the nation. Simplot will serve as a distributor for Cool Terra throughout the Western United States and portions of the Midwest.

Simplot will commit resources to support and sell the Cool Terra product in production and specialty-crop agriculture, as well as in the turf, nursery, and landscape markets. Simplot has also chosen to join Cool Planet's newly formed Soil Health Advisory Council (SHAC). The purpose of the council is to help Cool Planet explore and maximize opportunities to utilize Cool Terra Engineered Biocarbon as a means of improving the health of soils while also serving as a carrier and an organic structural environment for microbial and nutrient-based solutions.

Cool Planet is in the process of expanding its distributor network, and this Simplot announcement extends Cool Terra's reach to growers through Simplot's network of over 90 retail locations. Cool Planet already has distributors in the agriculture, turf, nursery, and ornamental markets across the Mid-Atlantic region and southeastern United States.

"The J.R. Simplot Company is an ideal choice for us in the West because the company's culture is rooted in innovation," said Jim Loar, Chief Commercial Officer for Cool Planet. "We are fortunate to have Simplot represent Cool Terra and offer a product to their growers that will reduce water use, improve fertilizer efficiency, nurture and enhance microbial populations in the soil, and sequester carbon."

"We know that seeking new and smarter ways of managing resources to feed the needs of a growing world is critical for agriculture as a whole. And that's why we're excited to work with Cool Planet," said Dave Dufault, Vice President and General Manager of Simplot AgriBusiness Retail. "We see the potential that Cool Terra Engineered Biocarbon has to boost crop production while enhancing the health of both our precious soil resources and the environment as a whole."

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About Simplot

The J.R. Simplot Company, a privately held agribusiness firm headquartered in Boise, Idaho, has an integrated portfolio that includes phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing, food brands, and other enterprises related to agriculture. Simplot's major operations are located in the U.S., Canada, Mexico, Australia, and China, with products marketed in more than 40 countries worldwide. The company supports 4R Nutrient Stewardship® – using the Right source of fertilizer at the Right rate at the Right time and in the Right place. This is a cornerstone to Simplot's mission of Bringing Earth's resources to Life.

For more information about the J. R. Simplot Company, visit www.simplot.com

About Cool Planet

Cool Planet was founded in 2009 to commercialize a groundbreaking technology that produces engineered biocarbon and renewable, carbon negative fuel from biomass. The company is currently focused on deploying its proprietary Cool Terra® engineered biocarbon platform, which significantly improves soil health while sequestering carbon. With society demanding more food grown sustainably, the Cool Terra® engineered biocarbon platform contributes to a healthier planet that feeds more people and delivers higher grower profitability.

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 platform solutions for agriculture, landscape, turf, nursery and ornamental markets. Cool Terra delivers structure and efficiency to the soil by retaining water and nutrients at the root zone. This same structure nurtures microbial life in the soil, 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 where it contributes to increased soil health.

Learn more about the Cool Terra Engineered Biocarbon platform 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.

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