



FOR IMMEDIATE RELEASE

Cool Planet invests in category-leading field-trial program for Cool Terra Engineered Biocarbon

GREENWOOD VILLAGE, Colo. (April 27, 2016) — With each new spring season comes new growth. Cool Planet – the developer of Cool Terra® Engineered Biocarbon – continues to plant seeds of innovation through an aggressive, production ag-focused field-testing program the company believes will grow into insights and results that will redefine the biocarbon category.

The Cool Terra field-testing program of 2016 is an extension and expansion of an initiative that began in 2013. Working in tandem with both public universities and private, third-party research organizations, Cool Planet is overseeing more than 40 field trials in 2016 that involve Cool Terra Engineered Biocarbon. The company is committed to continuing field testing in 2017, and expects the scope to expand as commercial sales increase.

“The field research we’ve conducted to date demonstrates the value our Cool Terra Engineered Biocarbon delivers in improving soil health, enhancing nutrient and water efficiency, as well as improving soil microbial life,” says Jim Loar, Chief Commercial Officer for Cool Planet. “The Cool Terra field-testing program is unprecedented for the biocarbon category. We feel it’s a critical and necessary investment in expanding our knowledge base and further validating optimum application rates and best practices for generating the best results across a range of crops, soils and growing environments.”

The Cool Terra field-testing program is led by Cool Planet’s Jake Quicksall, Head of Field Trials, and Drew Jackson, Segment Leader for Production Agriculture. The geographic scope of the program ranges from California and the Pacific Northwest, through the Midwest, and into the Mid-Atlantic and Southeast regions. Trials are being implemented in a range of crops including tomatoes, bell peppers, citrus, lettuce, grapes, strawberries, potatoes, alfalfa, corn, cotton, and almonds.

Josh Freeman is an assistant professor at the University of Florida’s North Florida Research and Education Center in Quincy, Florida, and one of the country’s leading vegetable specialists. Freeman is overseeing a field trial in peppers and tomatoes in which Cool Terra was amended to the soil to evaluate its efficacy in delivering improved water and nutrient efficiency, and its positive impact on crop yields.

The test, Freeman says, is framed around the hypothesis that incorporating a carbon-rich material – like Cool Terra – into the soil would increase the soil’s organic material and thus improve the soil’s water-holding and nutrient-holding capacity, which would allow a reduction in water and nutrient inputs.

The trial consists of ten field treatments for tomatoes and six for peppers over nearly 100 subplots. The results and evaluation are expected to be completed by the end of July.



“We’re interested to see what the data tells us. In agriculture – and vegetable production in particular – we always have to look for ways to improve efficiency. We have to try to do more with less – less water, less fertilizer – and I think that’s one of the largest potential benefits of a product like Cool Terra,” Freeman says.

Two time zones away from Florida, Francesca Cotrufo, professor in the department of Soil and Crop Sciences at Colorado State University, is conducting a production ag-focused project evaluating the use of Cool Terra in field corn production.

Cotrufo’s trials are structured to evaluate Cool Terra’s impact on more efficient nutrient and water use, as well as increasing yield. The trials are also evaluating Cool Terra’s efficacy as a substrate, or carrier, for a microbial inoculant in corn. The test consists of dozens of subplots with varying fertilizer and water rates across different applied rates of Cool Terra Engineered Biocarbon.

“Saving on agricultural inputs can have a very positive impact,” Cotrufo says. “If the use of Cool Terra can deliver higher yields – or even the same – with less nitrogen and water inputs, that could be amazing. That’s the purpose of these trials – to determine what impact this biocarbon can have in a corn production system.”

Cotrufo expects the results from her field trials to be compiled and evaluated by the end of November.

Cool Planet’s Loar says “We’re excited about the research that is being conducted by Dr. Freeman and Dr. Cotrufo, and dozens of other scientists across the country. Our lab and field work to date makes us confident that Cool Terra Engineered Biocarbon is a game-changing technology. But these field trials are critical in determining just how game-changing Cool Terra can be in enhancing the production of fruit, vegetables and field crops, while lessening our impact on the environment.”

Learn more about Cool Terra Engineered Biocarbon at www.CoolTerra.com.

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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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