



## Larry Wanken, long-time BASF Ag industry vet, joins Cool Planet to manage key accounts

**GREENWOOD VILLAGE, Colo.** (March 14, 2016) — Cool Planet announced today that Larry Wanken has joined the company as a key account manager serving the production agriculture industry. Cool Planet is the developer of the Cool Terra® Engineered Biocarbon™ platform technology, which significantly improves soil health while sequestering carbon. The result of Cool Terra being used is a healthier planet, feeding more people with higher grower profitability.

Wanken is a long-time ag industry veteran who brings more than 35 years of diverse market experience to Cool Planet, including three decades of escalating roles and responsibilities with BASF Corporation. At Cool Planet, Wanken is tasked with establishing and expanding relationships with top-tier distributors and strategic partners to further develop the market for the company's engineered biocarbon platform.

"Larry has tremendous experience and a considerable track record of success in the agricultural market, and we're delighted to add him to our team," says Jim Loar, Chief Commercial Officer of Cool Planet. "Throughout his career, Larry has worked with many of the top distributors serving agriculture – from the corn and soybean markets of the Midwest to the specialty markets of the West Coast. He's strategic and solutions-oriented, and will be critical in helping our partners build their markets for our Cool Terra Engineered Biocarbon."

"Cool Terra is a bold and innovative technology that has the potential to enhance soil health, reduce water use, improve fertilizer efficiency, and nurture and enhance microbial populations in the soil," Wanken says. "I'm excited to join Cool Planet to work with agriculture's top distributors in building the market for a product that can have a profoundly positive impact on both the agricultural industry and the environment."

Wanken has a Bachelor of Science in Production Agriculture from Illinois State University, and most recently served at BASF where he more than doubled product sales in California, Arizona and Hawaii. He has received numerous awards and recognition for his leadership within the Western Region Sales Team.

###

### 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](https://facebook.com/CoolPlanetEnergySystems), on Twitter at [twitter.com/CoolPlanetFuels](https://twitter.com/CoolPlanetFuels) and at [coolplanet.com](https://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 CO<sub>2</sub> 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](http://www.coolterra.com), on Twitter at [@CoolTerraNews](https://twitter.com/CoolTerraNews) and on Facebook at [facebook.com/CoolTerraNews](https://facebook.com/CoolTerraNews). Contact Cool Terra at [coolterra@coolplanet.com](mailto:coolterra@coolplanet.com) or (888) 564-9332.

**Cool Planet Contact:**

Wes Bolsen

[media@coolplanet.com](mailto:media@coolplanet.com)

(303) 221-2029