



**FOR IMMEDIATE RELEASE**

## **Cool Planet promotes long-time ag industry leader Jim Loar to president & CEO**

**GREENWOOD VILLAGE, Colo.** (September 21, 2016) — In a move that reflects and reinforces the company’s commitment to the agricultural market, the Cool Planet board of directors today announced that Jim Loar has been elevated to the position of president and CEO of the company’s agricultural subsidiary.

“We are excited with Jim Loar’s promotion to president and CEO of the agricultural business,” said Archie Dunham, the former Chairman of ConocoPhillips, speaking on behalf of the Cool Planet board. “Cool Planet’s Cool Terra® Engineered Biocarbon™ platform has proven that it offers enormous soil health benefits in the agriculture and turf and landscape markets. The board has confidence that Jim’s expertise and intimate understanding of these markets will accelerate product commercialization and help Cool Planet become an industry leader in what promises to be a multi-billion dollar market segment.”

Loar joined Cool Planet as chief commercial officer in 2015. He previously served as vice president of operations for the \$2.1 billion agricultural division of the Wilbur-Ellis Company. Prior to his 14 years with Wilbur-Ellis, Loar spent 14 years with Griffin LLC, a leader in crop protection products.

“I’m both humbled and excited to lead the team at Cool Planet in this next phase of our journey,” said Loar. “Society demands that agriculture continue to feed the world and do it more efficiently, while utilizing sustainable practices. Cool Terra provides growers with a tool that can help them be more efficient with water and fertilizer while improving their soil microbiome and enhancing crop productivity. Improved soil health helps align society’s and agriculture’s interests to the benefit of all.”

“I’m proud of how Cool Planet has evolved since I joined the company in 2012,” said Cool Planet Energy Systems, Inc. CEO Howard Janzen. “Through our development of Cool Terra, Cool Planet has become an innovation and technology leader in soil health. With Jim’s vision and leadership – and expertise in agriculture – I look forward to helping the company continue to grow to become a market leader in the space.”

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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](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](https://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.

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