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Cool Planet hires Owen Towne to lead company's turf and nursery business

GREENWOOD VILLAGE, Colo. (January 17, 2017) — Agriculture Technology company Cool Planet has hired experienced green industry marketing veteran Owen Towne to lead the company's turf, nursery and ornamental business. He will initially focus on commercializing the company's Cool Terra Engineered Biocarbon product.

Towne brings tremendous experience and success in developing new products and establishing new markets for innovative TN&O products. His career and achievements have spanned established companies such as Ciba-Geigy/Novartis, Griffin LLC and United Phosphorous, Inc. as well as founding Phoenix Environmental Care, LLC.

"Owen is an outstanding TN&O marketer, with a long history of helping grow sales and profits for his companies as well as the channel," said Cool Planet President and CEO, Jim Loar. "He is a very talented, experienced, and service-driven individual who will be able to help us rapidly grow the Cool Terra business."

In his new role, Towne will work closely with Cool Planet's distribution, retail and business partners who have seen the benefits of Cool Terra Engineered Biocarbon, and are now working to distribute the breakthrough TN&O product across the United States.

"I am fortunate to have worked in this industry for more than 20 years, and it is rare that an innovative product like Cool Terra comes along that has an immediate benefit to golf managers, and landscape and horticulture professionals," said Towne. "As we launch commercial sales broadly in this segment, I expect to see tremendous results and rapid sales growth."

To discuss Cool Terra and potential applications, contact Owen at Owen.Towne@coolplanet.com or at 229-563-4344.

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About Cool Planet and Cool Terra

Cool Planet was founded in 2009 to commercialize a groundbreaking technology that produced both renewable fuel and Engineered Biocarbon from biomass. The company is currently focused on deploying its proprietary Cool Terra Engineered Biocarbon product to improve both sustainability and profitability. Cool Terra delivers new platform solutions for agriculture, landscape, turf, nursery and ornamental markets. Cool Terra sequesters carbon from the atmosphere by taking CO₂ captured by plants and storing it in the soil where it contributes to improved soil health. Cool Terra enhances soil health by providing a long-lasting environment to nurture microbial life in the soil. Learn more about the Cool Terra Engineered Biocarbon platform at coolterra.com, on Twitter at [@CoolTerraNews](https://twitter.com/CoolTerraNews) and on Facebook at facebook.com/CoolTerraNews. Contact the company about Cool Terra at coolterra@coolplanet.com or (888) 564-9332.