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Golf and turf professional Mike Ewert brings experience at top courses to help commercialize Cool Terra

GREENWOOD VILLAGE, Colo. (April 24, 2017) — Golf, turf and landscape technology company Cool Planet has hired Mike Ewert to bring the company’s soil health solutions to the Midwest and Western United States, including the states of Oklahoma, Kansas, Nebraska, New Mexico, Utah and Wyoming. Ewert’s experience in turf management and irrigation includes courses such as Castle Pines Golf Club in Castle Rock, Colorado, former home of The International PGA tournament. He also led a multi-million dollar course restoration project at Cherry Hills Country Club in Englewood, Colorado, which hosted the 2005 U.S. Women’s Open.

“Mike is an expert in turf management, and he’s seen how our Cool Terra Engineered Biocarbon products can help establish and maintain healthier turf, nursery and ornamentals while using water and nutrients more efficiently,” said Owen Towne, Cool Planet segment leader for turf, nursery and ornamental markets. “His expertise will be valuable in working with golf course superintendents as well as landscaping professionals in turf and landscape installations or renovations.”

Cool Terra has shown in multiple independent trials by some of the leading researchers in the United States to help new installations of sod, seed and turf establish more quickly. Cool Terra turf trials have demonstrated significantly increased root mass compared to control plots. Some of America’s top golf courses are now incorporating Cool Terra into their management practices and course redesigns.

Ewert received his turf management degree from Rutgers University. He is a past member of the Golf Course Superintendents Association of America and a current member of the Rocky Mountain Golf Course Superintendents Association.

Golf, turf and landscape professionals interested in hearing about how Cool Terra can help them establish and maintain a beautiful terrain can contact Mike Ewert at mike.ewert@coolplanet.com or 303-246-0270.

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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 products. Cool Terra delivers both sustainability and profitability 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 for hundreds of years. Cool Terra can enhance 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.