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## Keith Vodrazka Joins Cool Planet as Head of Strategy, Commercial, and Technology Alignment

**Greenwood Village, CO. (November 9, 2017)** — Cool Planet announced today that Keith Vodrazka has joined the company as the Head of Strategy, Commercial, and Technology Alignment. Keith will join the ag tech company to help speed innovation of its Engineered Biocarbon™ technology and better position its products to growers and distributors. The company's award-winning Cool Terra® Organic, featuring Engineered Biocarbon™ technology, delivers profitability and sustainability for agriculture, landscape, turf, nursery and ornamental markets.

"Keith provides tremendous industry experience and a proven track record of success," said Jim Loar, Cool Planet's CEO. "He will help us foster greater collaboration between our commercial and research & development teams which will lead to continued development of groundbreaking solutions for challenges that face growers today."

Prior to joining Cool Planet, Keith spent over fourteen years at Bayer CropScience where he progressed through roles in Technical Service, Field Development, Business Development, and Marketing, while working with a broad portfolio of products in both row crops and specialty markets. Keith led the North American Seed Enhancement Business for Arysta Lifescience from 2013-2016 before joining Plant Impact as Strategic Marketing Manager to help launch their crop enhancement business in the U.S. With extensive cross-functional experience across a broad range of crops and markets, including seed treatment, Keith's expertise will benefit Cool Planet as they continue to deliver products that optimize soil vitality.

"I am excited to join the Cool Planet team and help them further develop their game-changing technology and products," said Keith Vodrazka. "It's an honor to work for one of the leading ag tech companies in the U.S. that is committed to tackling the biggest challenges facing our agricultural system."

Cool Terra® featuring Engineered Biocarbon™ technology is a consistent, durable, and stabilized form of carbon produced from biochar which can increase plant yield by improving soil structure, increasing water and nutrient availability, and creating a unique habitat for soil microbes. More than three seasons of field trials (all run by 3<sup>rd</sup> party independent researchers) continue to show that Cool Terra technology delivers a substantial improvement in yield when compared to the grower standard. Cool Terra Organic is available for purchase in all 50 states through Cool Planet's extensive distribution network.

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**About Cool Planet**

Cool Planet is an agricultural technology company selling Engineered Biocarbon products designed to optimize agricultural systems. The company's first commercial product line is their award-winning, proprietary Cool Terra® featuring Engineered Biocarbon™ technology. Cool Terra delivers sustainability and profitability for agriculture, landscape, turf, nursery and ornamental markets. Cool Terra was named a Gold Edison Award winner for innovation in agricultural technology in 2015. Learn more about Cool Terra Engineered Biocarbon technology at [coolterra.com](http://coolterra.com), on Twitter at @CoolPlanet and on Facebook at [facebook.com/CoolTerraNews](https://facebook.com/CoolTerraNews). Contact the company about Cool Terra at [coolterra@coolplanet.com](mailto:coolterra@coolplanet.com) or (888) 564-9332.