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Media Contact:

Matthew Hargarten, Cool Planet Communications
414-745-8408 matthew@rival-communications.com

Cool Planet Recognized as Leading Agricultural Technology Company in THRIVE Top 50 Report

Denver, CO (March 13, 2019) – [Cool Planet](#), an agricultural technology company focused on soil health and carbon-based agricultural solutions, today announced it has been named in [SVG Ventures' THRIVE Top 50 Report](#), which recognizes companies across six different technology categories and seven problem areas within agriculture and food. The company has been recognized in the Biotechnology category for their biochar-based soil health amendment Cool Terra®.

“This recognition is further validation of our shovel-ready soil health technology and the impact it has on creating healthier soils for growers and land stewards,” said Cool Planet’s CEO Jim Loar. “Soil health is one of the biggest issues facing our world today, and it is more important now than ever that we provide our farmers and green industry professionals with tools they can use today to restore the health of our lands.”

The report is the result of six months of rigorous research and analysis with input provided by SVG Ventures corporate partners’ Trimble, Land O’Lakes, Wilbur-Ellis, Taylor Farms, Elanco, Corteva, E&J Gallo Winery, Verizon Wireless, the City of Salinas, Western Growers Association, Yamaha Motor Venture & Laboratory Silicon Valley, Driscoll’s Berries, JV Smith, and Wells Fargo.

“This year’s awardees are developing incredible solutions that enable the agriculture and food industries to respond in a proactive way to urgent environmental challenges, labor shortages, food security, and human health concerns” said SVG Ventures-THRIVE Founder and CEO John Hartnett, “Top 50 companies are critical assets to the industry and we are proud to highlight the incredible spectrum of innovation represented by this year’s Top 50.”

Cool Planet [announced in July](#), 2018 that it had closed \$20MM in funding to fulfill growing customer demand for Cool Terra® and allow the company to begin construction

of its commercial production facility in Alexandria, LA. The funding will also help the company continue to invest in the R&D and commercialization of its Engineered Biocarbon™ technology for diverse agriculture sectors such as soil health, animal nutrition, biological delivery, and seed germination / early-plant establishment.

Cool Planet will attend [THRIVE's AgTech Innovation Summit](#) on March 27, hosted for the first time at Santa Clara University where THRIVE Top 50 company founders and executives, including CropIn Technology Solutions, AeroFarms, Pivot Bio, Prospera, Taranis Ag, Bension Hill Biosciences and Solinftech, will present.

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About Cool Planet

Cool Planet is an agriculture technology company that develops, and markets Engineered Biocarbon™ technology products for soil health. The company's first commercial product line is Cool Terra®, an award-winning soil amendment, which works to improve key soil performance characteristics for greater plant growth and quality. Cool Terra® is also carbon negative. Over 120 independent, 3rd party field trials have shown that Cool Terra® delivers, on average, a greater than 12% increase in yield while generating a greater than 3:1 grower return on investment. Cool Terra® provides sustainability and profitability for agriculture, landscape, turf, nursery and ornamental markets. Cool Planet is also innovating animal nutrition, microbial delivery, and early plant establishment products to address the growing global concerns of soil health, sustainability and food security. Learn more about Cool Terra® and Engineered Biocarbon™ technology at coolterra.com, on Twitter at [@CoolPlanet](https://twitter.com/CoolPlanet) and on Facebook at facebook.com/CoolTerraNews. Contact the company about Cool Terra® at <https://www.coolplanet.com/> or (888) 564-9332.

About SVG Ventures-THRIVE

SVG-THRIVE is the leading agri-food innovation ecosystem, comprised of top agriculture, food & technology corporations, universities and investors. With a community of over 1,500 startups from 67 countries, the THRIVE platform invests, accelerates and creates unparalleled access for entrepreneurs to scale globally. SVG Ventures-THRIVE is based in Silicon Valley, California.