



Cool Planet to Explore Strategic Options With Carbon Negative Fuels Technology

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GREENWOOD VILLAGE, Colo.--(BUSINESS WIRE)--Cool Planet, the industry-leading agricultural technology company focused on soil health and carbon-based agricultural solutions, is exploring strategic options for its carbon-negative fuels technology. This biofuels technology has garnered numerous awards including Bloomberg's New Energy Pioneer Award in 2015, CNBC's Disruptor 50 (Class of 2014), and Frost & Sullivan's 2014 Technology Innovation Award.

Cool Planet continues to innovate in the agricultural technology sector with its innovative biochar-based flagship product, Cool Terra®. Recently, the company just wrapped up its first trial in industrial hemp and earlier this year was named in SVG Ventures' THRIVE Top 50 in the Biotechnology category. Cool Planet's innovations to change the world for good have allowed it to stand out as a leader in soil health and sustainability across multiple agriculture and green industry sectors.

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 productivity and resiliency. Cool Terra® is also carbon negative. Over 130 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 and on Facebook at [facebook.com/CoolPlanetNews](https://www.facebook.com/CoolPlanetNews). Contact Jim Loar, President & CEO about Cool Terra® at jim.loar@coolplanet.com, visit <https://www.coolplanet.com> or call (888) 564-9332.

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