



## **Renowned Puerto Rican Agronomist Endorses Converted Organics' Products**

### **Matosantos Launches Products in Island Walmart, Sam's Club Stores**

BOSTON, Feb 04, 2010 (BUSINESS WIRE) -- Converted Organics Inc. (NASDAQ:[COIN](#)) announced today that renowned Puerto Rican agronomist and master gardener Douglas Candelario featured Converted Organics' all natural, organic fertilizer products on his gardening show, Pegate al Mediodia, on January 28, 2010. The show, which airs in Spanish on WAPA-TV in Puerto Rico, New York City and Florida, was broadcast to coincide with Matosantos Commercial Corporation's launch of Converted Organics' fertilizers in Walmart and Sam's Club stores throughout Puerto Rico. The show can be viewed in Spanish at [www.wapaamerica.com](http://www.wapaamerica.com).

"The effectiveness of Converted Organics' products has been proven with scientific studies, and what makes them even better is that they are 100 percent organic and 80 percent insoluble. This means that they are harmless to humans and the environment. Besides that, plants grow healthier, have more foliage and the soil is also nourished, improving its quality," said Mr. Candelario.

The Converted Organics line that is being launched by Matosantos Commercial Corporation in Puerto Rico includes Lawn & Turf for grass applications, Flower & Garden for landscaping and home gardens, and Indoors & Container Plant for houseplants and potted plants. The products will be commercially available in Puerto Rico in packages of 20.5 and 1.5 pounds.

"We recognized a need for a product directed towards environmental conservation. Converted Organics is our response to our customers' need for green alternatives in a market increasingly geared towards conservation of the planet," pointed out Gerónimo Matosantos, Executive Vice President of Matosantos Commercial Corporation.

### **About Matosantos Commercial**

Matosantos Commercial Corporation is a fast-growing, family-owned corporation dedicated to the marketing and distribution of institutional and consumer products in Puerto Rico and the Caribbean. Established in 1940 as a distributor of paper goods by Manuel Matosantos, today Matosantos Commercial has developed brands that are market leaders in a wide range of product categories. The corporation is currently steered by the second generation of family members: Manuel A. Matosantos Jr., President, and Geronimo E. Matosantos, Executive Vice-President.

### **About Converted Organics**

Converted Organics (NASDAQ:COIN, [www.convertedorganics.com](http://www.convertedorganics.com)), based in Boston, MA, is dedicated to producing high-quality, all-natural, organic soil amendment and fertilizer products through food waste recycling. The Company uses its proprietary High Temperature Liquid Composting (HTLC) system, a proven, state-of-the-art microbial digestion technology, to process various biodegradable food wastes into dry pellet and liquid concentrate organic fertilizers that help grow healthier food and improve environmental quality. Converted Organics sells and distributes its environmentally-friendly fertilizer products in the retail, professional turf management, and agribusiness markets.

Converted Organics' flagship manufacturing facility is located in Woodbridge, New Jersey. A second manufacturing site is located in Gonzales, California. Converted Organics' products have been tested in numerous field trials for more than a dozen crops with the result that, on average, the net value of the farmer's crop increased 11-16 percent, depending on the particular crop and product application. This is due, in part, to the disease suppression characteristics of the product, which reduce or eliminate the need for other costly, often toxic, crop protection applications. In a number of lab and field trials, Converted Organics' liquid product has been shown to be effective in mitigating powdery mildew, a leaf fungus that affects most plants and grasses and restricts the flow of water and nutrients to the plant. Increased use of nitrogen in commercial agriculture and turf grass applications, such as on golf courses, has reduced the soil's ability to absorb nitrogen and other nutrients. Using the products produced by Converted Organics helps restore the soil by replenishing these micronutrients. This reduces the amount of nitrogen required in a virtuous cycle that benefits from long-term use. As a result, use of the product reduces chemical run-off to streams, ponds and rivers, an objective with significant long-term benefits to the environment.

Converted Organics' products have a long shelf life compared to many other organic fertilizers. The Company's fertilizer products can be used on a stand-alone basis or in combination with more traditional fertilizers and crop protection products.

Converted Organics expects to benefit from increased regulatory focus on organic waste processing and on environmentally-friendly growing practices.

*This press release contains forward-looking statements that are subject to risks and uncertainties. These forward-looking statements include information about possible or assumed future results of our business, financial condition, liquidity, results of operations, plans and objectives. In some cases, you may identify forward-looking statements by words such as "may," "should," "plan," "intend," "potential," "continue," "believe," "expect," "predict," "anticipate" and "estimate," the negative of these words or other comparable words. Forward-looking statements include the ongoing customer demand for the Company's products and the Company's ability to continue to become more efficient in its operations. These statements are only predictions. One should not place undue reliance on these forward-looking statements. The forward-looking statements are qualified by their terms and/or important factors, many of which are outside the Company's control, involve a number of risks, uncertainties and other factors that could cause actual results and events to differ materially from the statements made. The forward-looking statements are based on the Company's beliefs, assumptions and expectations of our future performance, taking into account information currently available to the Company. These beliefs, assumptions and expectations can change as a result of many possible events or factors, including those events and factors described in the "Risk Factors" section in the Company's most recently filed annual report on Form 10-K, as updated in the Company's quarterly reports on Form 10-Q filed since the annual report, not all of which are known to the Company. Neither the Company nor any other person assumes responsibility for the accuracy or completeness of these statements. The Company will update the information in this press release only to the extent required under applicable securities laws. If a change occurs, the Company's business, financial condition, liquidity and results of operations may vary materially from those expressed in the aforementioned forward-looking statements.*

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SOURCE: Converted Organics Inc.

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