



Converted Organics Inc. Announces Strategic Relationship with Leading Waste Management Firm Russell Reid

BOSTON, Apr 22, 2008 (BUSINESS WIRE) -- Converted Organics Inc. (NASDAQ:COIN) announced today that the company and waste management firm Russell Reid of Keasbey, NJ have agreed to cooperate in the collection, processing and conversion of food waste from Russell Reid's food service clients.

"We are always open to exploring new ways to reinforce our commitment to our customers and to our environment," said Gary Weiner, President of Russell Reid. "A relationship with Converted Organics takes this commitment to the next level, as we will be able to offer customers a more cost-effective option for disposal of food waste, as well as arrange for its beneficial reuse."

"Russell Reid is ideally suited to provide food waste material to Converted Organics via their food service customer base," said Jack Walsdorf, Vice President and Chief Operating Officer of Converted Organics Inc. "Our technology requires source separated food waste, and Russell Reid is well-positioned in the metro New York market to meet this need. The potential for deliveries to our new Keasbey, NJ processing facility is substantial."

About Russell Reid

Russell Reid (<http://www.russellreid.com/>) established in 1943, is a full-service waste management firm with seven locations throughout NJ, NY and PA. The company, headquartered in Keasbey, NJ, provides a wide range of responsible waste management solutions to commercial, industrial, municipal as well as residential customers. Services include pumping, transportation and disposal of non-hazardous wastewater, video pipe inspection, and roll off container and compactor rentals. Russell Reid also provides temporary restroom rentals and services through its sister company, Mr. John.

About Converted Organics Inc.

Converted Organics (NASDAQ:COIN), based in Boston, MA, is dedicated to producing valuable all-natural, organic soil amendment or fertilizer products through food waste recycling. The company uses proven, state-of-the-art technologies to create a product that helps grow healthier food and improve environmental quality. Converted Organics plans to sell and distribute its environmentally friendly fertilizer products in the retail, turf management, and agribusiness markets.

Converted Organics' fertilizer products will be produced in both a dry pellet and liquid concentrate. 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%, 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. Increased use of nitrogen in commercial agriculture and turf grass applications, such as 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 will reduce chemical run-off to streams, ponds and rivers, an objective with significant long-term benefits to the environment.

The products have a long shelf life compared to many other organic fertilizers. In a number of lab and field trials, the liquid product has been shown to be effective in mitigating powdery mildew, a leaf fungus that effects most plants and grasses and restricts the flow of water and nutrients to the plant. 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. 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 "Risk Factors" in the prospectus, 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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