



Converted Organics Announces Winners of Its 2010 Ultimate Lawn Makeover Sweepstakes Valued at One Thousand Dollars Each

Industry Leading Professional Lawn Care Companies to Provide Organic Fertilizer Programs to Five Randomly Selected Recipients to Promote Value of Growing Organic to Consumers Nationwide

BOSTON, Jul 20, 2010 (GlobeNewswire via COMTEX News Network) -- Converted Organics(TM) Inc. (Nasdaq:COIN) (www.convertedorganics.com) announces that it has selected the five lucky winners of its 2010 Ultimate Lawn Makeover Sweepstakes, who will each receive a Lawn Care Makeover Service valued at \$1,000 to be carried out by industry-leading professional lawn care companies, with all products to be provided by Converted Organics.

The Converted Organics Ultimate Lawn Makeover Sweepstakes was designed to promote the value of an organic lawn care program to consumers nationwide. The randomly-selected winners are as follows: Heidi Thompson (Acton, MA), Ben Kent (Bethel, CT), Mark Libby (Groton, MA), Lisa McAllister (Madison, CT), and Kerry Patterson (Foster, RI).

"Implementing an all-natural program will allow homeowners to grow green, lush lawns that are safe for children, pets and the environment," said David F. Flannery, Vice President of Marketing for Converted Organics. "Over time, organic lawn programs cost less than chemical-based programs, because organics produce healthier turf which also requires fewer fertilizer applications. Our hope with this year's sweepstakes was to show people that an organic lawn care program can be a convenient and affordable way to grow great grass without using petroleum-based, synthetic fertilizers."

Treatments will include an organic fertilization program and will be provided by the following lawn care companies: Purely Organic Lawn Care (York, ME), SavaLawn (Bedford Hills, NY) and Simply Safer Lawncare (Wrentham, MA).

Converted Organics(TM) is a clean technology company that was founded in response to the growing problem of food waste, which is the third largest source of solid waste amassed annually. The Company takes food waste and diverts it from going to landfills, where it decomposes to emit harmful methane gases, and instead recycles food waste, by manufacturing it into all-natural, organic fertilizers which are sold into the agricultural, retail and professional lawn and garden markets. Converted Organics facilities are located in Woodbridge, NJ and in Gonzales, CA. Its family of products can successfully replace synthetic fertilizers and are safe for children, pets and the environment.

About Converted Organics Inc.

Converted Organics, 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.

The Converted Organics Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7431>

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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