



Converted Organics to Discuss Benefits of Organic Fertilizer Programs for Sports Turf and Field Applications at Sports Turf Managers of New York Meeting

Increasing Focus on Organic Turf Treatment as State of New York Imposes Stricter Regulations Regarding Field and Grounds Maintenance Programs

BOSTON, Jul 22, 2010 (GlobeNewswire via COMTEX News Network) -- Converted Organics(TM) Inc. (Nasdaq:COIN) announced that Dr. William Torello, Director of Research & Development, and Frank Santos, Regional ProTurf Sales Manager for Converted Organics Inc., will present at today's meeting of the Sports Turf Managers of New York (STMONY), in Middletown, NY. The two are scheduled to discuss the benefits of using organic fertilizer products in sports turf and field applications.

"I invited Dr. Torello and Mr. Santos to speak at our meeting because they know organics better than most people in the country. In light of changing regulations that are putting an increased emphasis on organic growing practices, this meeting is particularly important for our members, especially those involved in turf management at the educational level," said STMONY President Mike Albino. "One of our organization's most important functions is the education of our members, and our goal is to provide sports turf professionals with the most up-to-date, comprehensive information regarding organic growing programs possible in an effort to ensure that they are using the best possible methods on their fields and grounds."

"We look forward to the meeting and to presenting STMONY members with in the most up-to-date information on organic programs and the benefits of using products such as Converted Organics, which are all-natural, good for the environment, and safe for adults, children and animals," said Dr. William Torello, Director of Research & Development for Converted Organics. "Studies have proven the benefits of our organic products in terms of overall turf quality, disease and environmental stress suppression, and reduction or elimination of all synthetic chemicals, while still producing great-looking results. In addition to the performance benefits, over time, organic lawn programs also cost less than chemical-based programs, as organics produce healthier turf which requires fewer fertilizer applications."

About STMONY:

STMONY is the 26th State Chapter of the Sports Turf Managers Association (STMA) a nation-wide not-for-profit organization. Founded in 1981, the Sports Turf Managers Association (STMA) is dedicated to facilitating professional networking and knowledge sharing within the sports turf industry. The mission of STMONY is to provide the highest quality and affordable educational experiences that will assist those who want to produce safe, functional and aesthetically pleasing fields.

About Converted Organics:

Converted Organics (Nasdaq:COIN) (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.

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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