



## Converted Organics Retains Crossbow Group for 2010 Marketing Efforts

BOSTON, Jan 19, 2010 (BUSINESS WIRE) -- Converted Organics Inc. (NASDAQ: COIN) announced today that it has retained Crossbow Group of Westport, CT to develop high impact advertising and marketing communications programs targeted to several of the firm's target markets. Crossbow Group will be developing measurable, scalable programs for the retail lawn and garden, agriculture, professional lawn care and golf course markets. Programs will roll-out in the first quarter of 2010.

"We chose Crossbow Group because of their expertise in helping companies cost-effectively acquire new customers and drive sales," said David Flannery, Vice President of Marketing, Converted Organics. "Crossbow Group is comprised of experienced marketers with a disciplined approach that will enable us to develop and implement integrated marketing programs aimed directly at fertilizer buyers in our target markets. Working with Crossbow to drive sales is one component of Converted Organics' comprehensive sales and marketing strategy for 2010."

"The U.S. generates more than 25 million tons of solid food waste each year. Converted Organics uses advanced bio-scientific processes to convert this waste - which would otherwise end up producing greenhouse gases in landfills - into highly effective fertilizer that's safer for kids, pets and the foods we eat. There is an environmentally sustainable solution that's also great business," said Jay Bower, Crossbow Group President. "We look forward to working with Converted Organics' management team to meet aggressive new customer acquisition goals for 2010."

### About Crossbow Group

Crossbow Group, one of *B-to-B Magazine's* Agencies of the Year for the third straight year, is a full-service direct and interactive marketing and communications agency with expertise in developing high impact programs that drive measurable results- across the entire spectrum of communications media. With a solid grounding in the discipline of conventional and interactive marketing, Crossbow Group ensures that all communications work together as an integrated whole to achieve an ROI that meets or exceeds expectations. The firm's client list includes CIGNA HealthCare, T.Rowe Price, Intuit, Yahoo!, The Motley Fool and other well-known brands. For more information about the company, go to [www.crossbowgroup.com](http://www.crossbowgroup.com) or contact Jay Bower at (203) 222-2244 or [jbower@crossbowgroup.com](mailto:jbower@crossbowgroup.com).

### About Converted Organics

Converted Organics (NASDAQ:COIN, [www.convertedorganics.com](http://www.convertedorganics.com)) 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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