



Converted Organics to Showcase Products, Technology at 16 Industry Trade Shows in Early 2010

BOSTON, Jan 12, 2010 (BUSINESS WIRE) -- Converted Organics Inc. (NASDAQ:[COIN](#)) announced today that the Company will showcase its proprietary High Temperature Liquid Composting (HTLC) technology and unique organic granular and liquid fertilizer products at 16 agricultural, golf industry and landscape trade shows throughout the country during the first months of 2010. Sales representatives will promote the benefits of the Converted Organics product line in order to enhance the Company's existing reputation and attract the attention of potential new customers.

"Trade shows are very useful venues for increasing Converted Organics' visibility among important audiences as a leading provider of high-quality organic fertilizer products," said Edward J. Gildea, President of Converted Organics. "By strategically targeting select trade shows in industries that are critical to our business, we are also able to form valuable connections with potential customers that can lead to additional sales."

Among others, trade shows in which Converted Organics will participate include:

- January 12, 2010: The Wisconsin State Cranberry Growers Association Winter Meeting & Trade Show; Stevens Point, WI
- January 12-14, 2010: Vegetable Growers Association Conference; Atlantic City, NJ
- January 14-15, 2010: Sports Turf Managers Association of Florida, 21st Annual Conference and Exhibition; Orlando, FL
- January 27-28, 2010: The Unified Wine & Grape Symposium; Sacramento, CA
- February 3-5, 2010: New England Grows!; Boston, MA,
- February 6-7, 2010: CCOF Annual Meeting Sponsor; Chico, CA
- February 9-11, 2010: World Ag Expo; Tulare, CA
- February 10-11, 2010: 2010 Golf Industry Show; San Diego, CA
- February 25, 2010: The Ecological Landscaping Association 16th Annual Conference; Springfield, MA
- February 25-27, 2010: The Orgill 2010 Spring Dealer Market; Orlando, FL

About Converted Organics Inc.

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.

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 runoff 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.

COIN-G

SOURCE: Converted Organics Inc.

PR Financial Marketing

Investor Contact:

Jim Blackman, 713-256-0369

jim@prfmonline.com

or

Sterling Communications

Public Relations Contact:

Pat Fiaschetti, 908-996-7945

sterling.pf@att.net

Copyright Business Wire 2010