



Converted Organics Partners with Syndicated Gardening Radio Show to Drive Organic Fertilizer Sales in New England

BOSTON, Feb 16, 2010 (BUSINESS WIRE) -- Converted Organics Inc. (NASDAQ:[COIN](#)) announced today that, as part of a comprehensive 2010 retail growth strategy, the Company will launch a grassroots marketing initiative in mid-March in conjunction with *The Paul Parent Garden Club(TM)* talk radio show. The marketing campaign is designed to drive retail sales of Converted Organics' organic fertilizer products throughout New England.

Paul Parent, a leading regional gardening authority, provides horticulture advice to over one-half million listeners each week through his syndicated program, which airs on 25 radio stations in the Northeast and is also broadcast on select radio stations in California, Georgia, Indiana, Nebraska, Pennsylvania, South Carolina and South Dakota.

"New England gardening enthusiasts have been listening to Paul Parent for 23 years to obtain the latest information on effective gardening techniques and products," said David A. Flannery, Vice President of Marketing for Converted Organics. "Our marketing initiative will include live interviews with Converted Organics experts on Paul's show, four Converted Organics product advertisements per broadcast this spring, and the inclusion of Converted Organics' product information in e-newsletters and direct mail campaigns from *The Paul Parent Garden Club(TM)* to independent garden centers across the country. Converted Organics is confident that these initiatives will have a positive impact on the sales of our organic fertilizers products during the upcoming growing season."

About *The Paul Parent Garden Club*(TM)

Paul Parent has hosted *The Paul Parent Garden Club(TM)* every Sunday morning from 6-10am on his syndicated talk show on the Golden Broadcasting network for the last 23 years. Paul is probably responsible for more successful flower and vegetable beds, lawns and landscaping projects, in all of the New England states, than any other one regional garden authority. When Paul gives gardening advice to novice or master gardener, it is based on years of training, formal horticultural education, experience as a gardening writer, a home gardener himself, early apprenticeship as a greenhouse worker and now, former owner of his own Nursery, Greenhouse, and Garden Center in Scarborough Maine. Paul Parent is the owner of his own consulting business called Paul Parent Garden Consultant.

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.

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SOURCE: Converted Organics Inc.

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