



## **Converted Organics(TM) Partners With Integrated Turf Care LLC. to Facilitate BankAtlantic's Efforts to Become First Organic Banking System in the South Florida Area**

BOSTON, Jun 29, 2010 (GlobeNewswire via COMTEX News Network) -- Converted Organics(TM) Inc. (Nasdaq:COIN) is working with its commercial landscaping customer Integrated Turf Care LLC. (ITC) to help make Florida's BankAtlantic the first banking system in South Florida to implement an organic-only grounds maintenance program on the property of 31 of its 100 branch locations, concentrated in the areas of Broward County and Palm Beach, in an effort to promote sustainability within the respective communities.

ITC recently began utilizing Converted Organics all-natural, organic fertilizers to develop environmentally friendly options for its customers, and plans to use the Company's Converted Organics 8-1-4(TM) Lawn & Turf fertilizer on the lawns of BankAtlantic. "We were looking for a high-quality product that would perform well for customers, while aiding the critical environmental issues currently facing South Florida, such as water quality and conservation," said Greg Needham of ITC. "We're excited to work with Converted Organics to augment BankAtlantic's efforts to facilitate environmental stewardship for the community, as we work together to achieve our common goal of promoting the preservation of our natural resources."

Jason Dowgiwicz is Turf Sales Representative for Converted Organics, and helped facilitate the initial relationship between the ITC and the Company. "We feel it's a great opportunity to be working with not just one, but two companies so dedicated to serving both its clientele and the environment. Converted Organics is excited to further expand the use of its line of organic fertilizer products within the Florida area, and together with ITC and BankAtlantic, will help to preserve the state not only for its residents, but in effect, for its tourism industry, which is dependent upon the health and beauty of its ecology."

Converted Organics 8-1-4(TM) Lawn & Turf fertilizer provides an environmentally-sound alternative to chemical fertilizers, and is safe for children, pets, and plants, while helping to improve soil health and helping reduce the risk of the chemical run-off associated with the use of chemical fertilizers. Results are achieved through fewer applications because of the slow, long-lasting nutritional release properties of the fertilizer which are delivered to the grass through the soil. Converted Organics fertilizer products not only provide a viable organic lawn-care solution, but help prevent food waste from being dumped into landfills, which generate harmful greenhouse gases into the air.

About Converted Organics Inc.:

Converted Organics (Nasdaq:COIN) ([www.convertedorganics.com](http://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>

About Integrated Turf Care LLC.:

Integrated Turf Care LLC. (<http://integratedturfcare.com/index.asp>) is a fully licensed and insured landscaping and lawn maintenance service provider. For over 25 years, ITC has provided quality services to the tri-county area in all phases of lawn maintenance, landscaping, irrigation, fertilization, soil analysis, and pest control. ITC is dedicated to its mission statement, which is "To be the premier multi-level service provider in the green industry, while providing exceptional customer service."

About BankAtlantic:

In 1952, the BankAtlantic (<https://www.bankatlantic.com/default.html>) story began with the opening of a single office in downtown Fort Lauderdale. Over the years, BankAtlantic's commitment to South Florida has fueled its tremendous growth. Today, BankAtlantic has over 100 locations and is one of the largest financial institutions headquartered in Florida. Its location network includes Broward, Miami-Dade, Palm Beach, Martin, and St. Lucie counties, as well as the Tampa Bay market. BankAtlantic continues to consider new markets and ways to serve its valuable customers.

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. 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, not all of which are known to the company, described most recently in the "Risk Factors" section in the Company's most recently filed annual report on Form 10-K. 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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