

August 6, 2012



Tech Leader Steven J. Ross Joins Terra Tech Corp's Board of Directors

IRVINE, Calif.-- Terra Tech Corp (OTCBB:TRTC), a leader in sustainable agricultural products, is pleased to announce the appointment of Steven J. Ross to the company's board of directors.

Mr. Ross has over 25 years of senior management experience, ranging from high growth private companies to multi-billion dollar divisions of public enterprises. Most recently, Mr. Ross, a Harvard Graduate, was CEO of National Investment Managers from 2006 until its sale to a Private Equity firm in 2011 and is currently Managing Director for MTN Capital Partners, a New York-based Private Equity firm

Prior to joining National Investment Managers, Ross served as Chairman and CEO of DynTek. During his tenure he successfully transitioned the company from a \$5 million software development company to a leading provider of information technology services with annual revenues of over \$100 million.

"Steven's expertise in software, computer hardware and technology is invaluable," explains Derek A. Peterson, CEO of Terra Tech. "We are extremely fortunate to have him as part of our board of directors and look forward to his assistance in growing Terra Tech into the most technologically advanced controlled agricultural company in the industry."

From 1998 to 2001, Mr. Ross was Vice President and General Manager of the Computer Systems Division of Toshiba America with overall responsibility for Toshiba's \$3 billion computer business in the US and South America. Prior to joining Toshiba, from 1996 to 1998, Mr. Ross served as President & General Manager – Computer Reseller Division and President of Corporate Marketing at Inacom, a \$7 billion Fortune 500 provider of computer products and services. He directed Inacom's largest operating division, at \$2.5 billion, as well as overall corporate and strategic marketing.

"With a rapidly growing population and diminishing natural resources controlled agriculture is a necessary technology to sustain and feed our global population," said Ross. "It is crucial that the industry embrace technology in order to be successful in bringing game changing products to market."

Terra Tech, a pioneer in indoor controlled agriculture equipment, is integrating the best of the natural world with technology to create sustainable solutions for food production, indoor cultivation, as well as agricultural research and development. The company which is now traded under the symbol TRTC has its sights set on becoming the dominant player in urban agriculture.

“Terra Tech has accomplished a great deal in the past year,” said Peterson. “And with additions like Steven we are well footed to establishing Terra Tech as the industry pioneer.”

For more information about Terra Tech, visit <http://www.terratechcorp.com>.

About Terra Tech

Through its wholly-owned subsidiary GrowOp Technology, Terra Tech Corp specializes in controlled environment agricultural technologies. The company integrates best-of-breed hydroponic equipment with proprietary software and hardware to provide sustainable solutions for indoor agriculture enterprises and home practitioners. We work closely with expert horticulturists, engineers, and plant scientists to develop and manufacture advanced proprietary products for the fast-growing urban agricultural industry as well as individual hobbyists. Large companies, small urban farmers, home enthusiasts, and traditional greenhouse growers utilize our products. Our complete product line is available at specialty retailers throughout the United States, and via our website. Terra Tech Corp was incorporated in July 2008 in the State of Nevada; its subsidiary GrowOp Technology was founded March 2010, in Oakland, California.

Statements in this press release may be “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “anticipate”, “believe”, “estimate”, “expect”, “intend” and similar expressions, as they relate to the company or its management, identify forward-looking statements. These statements are based on current expectations, estimates and projections about the company's business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may, and probably will, differ materially from what is expressed or forecasted in such forward-looking statements due to numerous factors, including those described above and those risks discussed from time to time in Terra Tech Corp.'s filings with the Securities and Exchange Commission. In addition, such statements could be affected by risks and uncertainties related to Terra Tech Corp.'s (i) product demand, market and customer acceptance of its equipment and other goods, (ii) ability to obtain financing to expand its operations, (iii) ability to attract qualified sales representatives, (iv) competition, pricing and development difficulties, (v) ability to integrate GrowOp Technology Ltd. into its operations as a reporting issuer with the Securities and Exchange Commission, and (iv) general industry and market conditions and growth rates and general economic conditions. Any forward-looking statements speak only as of the date on which they are made, and the company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this release. Information on Terra Tech Corp.'s website does not constitute a part of this release.

Terra Tech
Lindsay Wiemer, +1 855-447-6967
<http://www.terratechcorp.com>
investors@terratechcorp.com

Source: Terra Tech Corp