

September 13, 2012



Terra Tech, a Publicly Traded Urban Ag Company, is Presenting at the NIBA Financial Conference on September 13, 2012 in New York City

IRVINE, Calif.-- Terra Tech Corp. (OTCBB: TRTC), a leader in sustainable agricultural products, will be presenting at the 2012 NIBA Financial conference.

The National Investment Banking Association (NIBA) is the only not-for-profit association for national, regional and independent broker dealers, investment banking firms, investment advisors, and related capital market service providers. NIBA member firms:

- Are responsible for 90% of all IPO's under \$20MM.
- Have successfully completed more than 1000 equity offerings.
- Have raised over \$10 billion in new capital for emerging growth companies.
- Represent over 8800 registered representatives.
- Have over \$76 billion in assets under management.

Derek Peterson, CEO of GrowOp Technology and newly appointed CEO of parent company Terra Tech Corp., is excited about the opportunity to present his company and the current market opportunities that exist in sustainable agriculture to the financial industry attendants at this years NIBA conference.

"Urban agriculture is taking root throughout the country and it is a great opportunity for us to be able to speak to the investment community at one of the industries most prominent financial conferences," said Peterson.

Terra Tech an urban agricultural company along with its subsidiary GrowOp Technology manufactures and markets a line of premier hydroponic equipment to retail stores and urban farmers throughout the United States. There is an estimated 2000 plus retailers in the US market focusing on urban agriculture and indoor gardening. Hydroponic farms are emerging throughout the country and major retail chains like Walmart, Costco, Albertsons and Whole Foods are carrying hydroponically grown produce.

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

For more information about NIBA, visit: <http://nibanet.org/>

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.

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