

November 19, 2012



Medical Cannabis Equipment Company, Terra Tech Corp's CEO Featured on Major US Media Discussing the Growth of the Medical Cannabis Industry

IRVINE, Calif.-- Terra Tech Corp. (OTCBB: TRTC), a leader in sustainable agricultural products, is pleased to announce its CEO, Derek Peterson, was recently featured in an exclusive interview on Fox Business News' "The Willis Report", Canada's largest news network CTV, MarketWatch.com and The Huffington Post.

Gerri Willis host of 'The Willis Report' on Fox Business News interviewed Mr. Peterson about the growth of the marijuana industry in the US. The discussion covered Terra Tech's positioning in what has been termed the 'Green Rush' as well as legalization in both Washington and Colorado.

The full interview can be found by [clicking here!](#)

Marcia MacMillan of CTV News interviewed Mr. Peterson about the current growth in medical cannabis throughout the US and Canada. They discussed the various investment options that exist in the industry, as well as the proliferation of medical cannabis oriented companies that are publicly traded on the US Markets.

The full interview can be found by [clicking here!](#)

Quentin Fottrell from Dow Jones interviewed Mr. Peterson for his recent story on MarketWatch.com titled: *How to Invest in Legalized Marijuana* MarketWatch.com, A Wall St. Journal site, is one of the preeminent financial websites. "Our company has been fortunate to receive coverage from National Geographic, CNBC, and the January 2011 cover of Mother Jones Magazine to name a few. We are thrilled that MarketWatch.com included us in their coverage of the cannabis industry," explained Derek Peterson, CEO of Terra Tech.

The full MarketWatch.com story can be found by [clicking here!](#)

Janean Chun, writer for the Huffington Post, interviewed Mr. Peterson, the CEO of urban agricultural company Terra Tech, on leaving Wall Street to enter the emerging 'Green Rush'. The interview covers Mr. Peterson's background in finance as well as the industry's hurdles and opportunities. "With over 36 million unique visitors a month, Thehuffingtonpost.com is a great forum for us to showcase our company and the industry in which we operate," said Peterson.

Key highlights from the interviews include:

HP: What's your vision for your company?

DP: To continue with M&A, expand our product lineups and integrate technology. We've made an environmental controller where farmers can control the cycle of cultivation, turn lights on and off, monitor CO2 levels, temperature and dehumidifiers from an iPhone or iPad.

HP: What Wall Street principles did you want to apply to the medical marijuana industry?

DP: I saw a fragmented industry and knew it was a good opportunity for mergers and acquisitions, for the consolidation of mom-and-pop shops that didn't have an exit strategy or ability to monetize.

The full Huffington Post story can be found by [clicking here!](#)

For more information about Terra Tech Corp visit: www.terratechcorp.com

Visit us on Facebook @ <https://www.facebook.com/terratechcorp>

Follow us on Twitter @terratechcorp

For More information on Janean Chun and thehuffingtonpost.com email:

janean.chun@huffingtonpost.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.

Media Contacts:

Lindsay Wiemer, 855-447-6967 ext 703

Lindsay@terratechcorp.com

or

Investor Relations:

Porter, LeVay & Rose

Mike Porter, 212-564-4700

Mike@plrinvest.com

Source: Terra Tech Corp.