

February 11, 2013



Terra Tech Acquisition Target, GroRite Garden Center, Featured on HGTV's New Series 'Cousins On Call' with Ellen DeGeneres.

IRVINE, Calif.-- [Terra Tech Corp.](#) (OTCBB: TRTC), a leader in sustainable agricultural products, is pleased to announce that, GroRite Garden Center, was featured on HGTV's "Cousins on Call" episode "Jersey Strong" which aired January 24th. The episode featured Ellen DeGeneres and the Cousins rebuilding and repairing a home that was damaged by hurricane Sandy. Ellen surprises the couple by bringing out the Cousins who reveal that they've already started working on the devastated home. They renovated the entire house and Ellen and the hosts consulted with GroRite for the landscaping of the property.

"Being chosen for the show validates our position as a retail super store in the Northeast," claims Ken Vande Vrede, CEO of GroRite Garden Center. "This episode hit home for us as we are a local business that grows and sells throughout the Northeast. Hurricane Sandy affected all of us and it feels good that we made a small difference in repairing the damage for a local family."

Terra Tech recently announced that they have signed an LOI to acquire GroRite and all of its operations. Terra Tech is a distributor of urban gardening equipment sold to retailers throughout the US. GroRite will vertically integrate its business to compliment Terra Tech's existing operations.

"We are proud of the mark that GroRite has made in its local community," explains Derek Peterson CEO of Terra Tech Corp. "We look forward to them becoming part of the Terra Tech family."

[GroRite](#) is based in Lincoln New Jersey and encompasses a total of 10 acres of retail gardening center, hydroponic cultivation facility, and plant nursery. Launched in 1973 by the Vande Vredes, a Dutch farming family with over 120 years of farming experience, GroRite has grown into one of New Jersey's premier gardening centers with annual revenue in excess of \$4 Million with positive net income.

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 about GroRite Visit: <http://www.grorite.com>

Visit GroRite on Facebook @ <https://www.facebook.com/groritegc>

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 (vi) 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:

Terra Tech Corp.
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.