

September 14, 2015



Terra Tech Retains KCSA Strategic Communications as Investor Relations Counsel

NEWPORT BEACH, Calif., Sept. 14, 2015 /PRNewswire/ -- [Terra Tech Corp](#) (OTCQB: TRTC) ("Terra Tech") or (the "Company"), a leading provider of sustainable renewable solutions for food production, indoor cultivation, and agricultural research and development, today announced that it has retained KCSA Strategic Communications (KCSA) to lead the Company's investor relations program.

KCSA, a leading New York-based communications firm, will develop and implement an investor relations program that effectively communicates the near- and long-term strategy for Terra Tech's growth. Since its inception over forty years ago, KCSA has developed a strong reputation for achieving fair valuations for its public clients. Todd Fromer, Managing Partner of KCSA, will lead KCSA's efforts and provide high-level, strategic counsel.

"In recent quarters, we've been aggressively focusing on growing our topline revenue, improving our bottom line operational efficiencies, and generating positive cash flow," said Derek Peterson CEO of Terra Tech. "As we ramp up our expansion strategy and continue to execute on our growth initiatives, now is the right time to bring KCSA on board to help us accomplish our business objectives."

"The large and fast-growing marijuana industry is still in its infancy, but Terra Tech is well-positioned to take the market by storm," said Todd Fromer, Managing Partner of KCSA. "In surveying the market, there is significant investment interest in the cannabis industry, and we're confident we can utilize our capital markets expertise to help increase the visibility of Terra Tech among analysts, investors and other key stakeholders."

About Terra Tech

Terra Tech Corp. ([TRTC](#)) through its wholly-owned subsidiary GrowOp Technology, 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. Our complete product line is available at specialty retailers throughout the United States, and via our website. Through its wholly-owned subsidiary Edible Garden, cultivates a premier brand of local and sustainably grown hydroponic produce, sold through major grocery stores such as Shoprite, Walmart, Krogers and others throughout New Jersey, New York, Delaware, Maryland, Connecticut, Pennsylvania and the Midwest. MediFarm LLC is focused on medical cannabis businesses throughout Nevada. IVXX LLC is a wholly owned subsidiary

that produces medical cannabis extracted products for regulated medical cannabis dispensaries throughout California.

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

For more information about IVXX visit: www.ivxx.com

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Cautionary Language Concerning Forward-Looking Statements

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.

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