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Urban Ag Solutions Provider Terra Tech Launches Line of Innovative Environmental Controllers for Indoor Farms

IRVINE, Calif.-- Terra Tech Corp. (OTCBB: TRTC), a leader in controlled agricultural products, announced today that it has officially launched its line of hi-tech digital environmental controllers for indoor and urban agriculture.

“Managing a large scale indoor cultivation effort is a time consuming and tedious process, fraught with significant opportunities for error. Automation is a core focus for Terra Tech and our tools help significantly increase productivity and yields while reducing the margin for error,” said Derek Peterson, CEO and founder of Terra Tech.

Terra Tech’s Lineup includes everything needed to manage large-scale indoor farms from its ‘Chrono’ timers to its crown jewel the ‘Atmos D1’. These devices are designed to streamline indoor cultivation by automating and monitoring most of the key components associated with indoor gardening. Simply plug into your computer via a USB cable and program your temperature, C02 levels and other settings according to your personal specifications.

These systems are completely customizable to control everything from humidity levels, lighting sequences, and C02 levels with absolute precision utilizing patented infrared/NDIR technology. Through technology and innovation farmers are better equipped to control the outcome of their crop through better transparency and control during the cultivation cycles.

“As more cultivation moves indoors urban farmers need a new set of tools to regulate and manage these operations. The global population is growing exponentially forcing us to seek out and adopt alternative methods for food production. Indoor, vertical, and greenhouse cultivation are potential answers to many of our existing agricultural limitations, and the development of technologies like these are paramount in its success,” suggests Eddie Piatt, lead design engineer of Terra Tech.

These controllers, combined with the other high-tech indoor hydro and aeroponic systems that Terra Tech designs are poised to become the plows and tractors of this new paradigm of cultivation technology.

“Farming is going both urban as well as vertical and tools like these are going to be the staples of this new city-centric approach to agriculture,” said Peterson.

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.

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