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UNRIVALED.

Terra Tech Corp. Hires Industry Veteran Joseph E. Segilia as General Counsel

NEWPORT BEACH, CA -- (Marketwired) -- 08/11/16 -- Terra Tech Corp. (OTCQX: TRTC) ("Terra Tech") or (the "Company"), a vertically integrated cannabis-focused agriculture company, announced today the appointment of Joseph E. Segilia as the Company's General Counsel effective from August 1, 2016. In his role, Mr. Segilia will advise the Company on legal affairs pertaining to the medical cannabis industry, compliance operations and potential mergers and acquisitions. Mr. Segilia will also oversee the Company's financing activities as it scales operations.

With more than 17 years of corporate legal experience, Mr. Segilia comes to Terra Tech from Robinson Brog Leinwand Greene Genovese & Gluck, P.C., a boutique law firm where he was a partner and represented clients in corporate and commercial transactions, including mergers and acquisitions, equity and debt financings, and general corporate and securities law matters.

"Joe has prior experience navigating the legal complexities of the medical cannabis industry and we are confident he will be a great asset to the team," said Derek Peterson, Chairman and CEO of Terra Tech Corp. "His extensive expertise in corporate legal matters and financings will support our M&A activities, enable us to better maneuver into new markets and allow us to manage costs wisely. Crucially, Joe has significant experience with both equity and debt financings which should prove invaluable in helping us structure favorable capital raises. Considering the complexities we face due to the rapid changes in cannabis legislation and the diverse jurisdictions we handle, we believe that hiring Joe as our General Counsel will be instrumental in allowing us to successfully execute on our growth strategy."

About Joseph E. Segilia

Mr. Segilia has 17 years of experience as a corporate and transactional lawyer. He began his career in 1999 at Fried, Frank, Harris, Shriver & Jacobson LLP where he served as an associate in the firm's New York and London offices for seven years. He then served as an attorney at Morrison Cohen LLP from 2006 to 2009 and then two years at Golenbock Eiseman Assor Bell & Peskoe LLP. Before joining Terra Tech Corp., he was a partner at Robinson Brog Leinwand Greene Genovese & Gluck, P.C. He specializes in corporate and commercial transactions, mergers and acquisitions, equity and debt financings, and general corporate and securities law matters. He holds a JD from New York University and an LLM from University College London.

About Terra Tech

Terra Tech Corp. (OTCQX: TRTC) operates through multiple subsidiary businesses including: Blum, IVXX Inc., Edible Gardens, MediFarm LLC and GrowOp Technology. Blum's retail medical cannabis facilities focus on providing the highest quality medical cannabis to patients who are looking for alternative treatments for their chronic medical conditions. Blum offers a broad selection of medical cannabis products including; flowers,

concentrates and edibles through its Oakland, CA and multiple Nevada locations. IVXX, Inc. is a wholly-owned subsidiary of Terra Tech that produces medical cannabis-extracted products for regulated medical cannabis dispensaries throughout California. The Company's 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, Winn-Dixie, Raley's, Meijer, Krogers, and others throughout New Jersey, New York, Delaware, Maryland, Connecticut, Pennsylvania and the Midwest. Terra Tech's MediFarm LLC subsidiaries are focused on medical cannabis cultivation and permitting businesses throughout Nevada. The Company's wholly-owned subsidiary GrowOp Technology, specializes in controlled environment agricultural technologies.

To be added to the Terra Tech email distribution list, please email TRTC@kcsa.com with TRTC in the subject line.

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

For more information about IVXX visit: <http://ivxx.com/>

For more information about Blüm Oakland visit: <http://blumoak.com/>

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For more information about Edible Garden visit: <http://www.ediblegarden.com/>

Visit Edible Garden on Facebook @ <https://www.facebook.com/ediblefarms?fref=ts>

Visit IVXX on Facebook @ <https://www.facebook.com/ivxxbrand?fref=ts>

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: (i) our ability to integrate Black Oak Gallery, a California corporation ("Black Oak"), as well as vitamin and dietary supplement lines, into the Company's operations, (ii) product demand, market, and customer acceptance of the Company's products, (iii) the Company's ability to obtain financing to expand our operations, (iv) the Company's ability to attract qualified sales representatives, (v) competition, pricing and development difficulties, (vi) the Company's ability to conduct the business of IVXX, Inc., the contemplated businesses of MediFarm, LLC, MediFarm I, LLC, and MediFarm II, LLC, if there are changes in laws, regulations, or government policies related to cannabis, (vii) the Company's ability to conduct operations if disease, insects, or mites affect Edible Garden Corp.'s produce, herbs, and floral products, and (viii) 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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Source: Terra Tech Corp.