

July 9, 2013



## Terra Tech and Strategic Partner Family Hydroponics Launch New E-Commerce Hydroponic Store

Irvine, July 9, 2013 (GLOBE NEWSWIRE) --[Terra Tech Corp.](#) (TRTC) a leader in sustainable agricultural products, announced today that it has launched a new e-commerce platform along with strategic partner [Family Hydroponics](#), the nation's largest urban agricultural retail franchise group. Last year Terra Tech signed an agreement with Family Hydroponics, which operates over thirty stores throughout eight states. Part of that agreement was for Terra Tech to design and manage Family's online store to compliment their strong retail presence. The online store has a competitive advantage over other online hydroponic retailers due to familys' diverse geographic footprint, which allows for faster shipping and greater affordability for consumers. [www.Grassvalleyhydrogardenstore.com](http://www.Grassvalleyhydrogardenstore.com) is the first site to be launched and will be supplied by one of their largest and most successful locations in Grass Valley, CA.

Derek Peterson, CEO of Terra Tech Corp., is excited for the chance to work with Family Hydroponics. Family is the largest retailer of urban agricultural products in the market today with over \$25 Million in buying power and the broadest reach of any hydroponics merchant. Family Hydroponics has long been committed to expanding their retail footprint of urban gardening stores throughout the US and as part of the agreement GrowOp Technology Ltd., a Terra Tech subsidiary, will have their products featured throughout the site.

"Urban agriculture is taking root throughout this country and the Family brand has enjoyed a tremendous amount of success in the market," said Peterson. "Over the past several years we have seen sales of hydroponic equipment move from traditional brick and mortar to online retailers. We are confident that Family Hydroponics can replicate the success they have had in traditional retail to the online community."

Terra Tech Corp., through their subsidiary GrowOp Technology, distributes and markets a line of premier hydroponic equipment to retail stores throughout the United States.

For more information about Terra Tech Corp visit:[www.terratechcorp.com](http://www.terratechcorp.com)

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

Follow us on Twitter @terratechcorp

Visit Grass Valley Hydro @: <http://www.grassvalleyhydrostore.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 (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.

CONTACT: Media Contacts:  
Lindsay Wiemer  
Lindsay@terratechcorp.com  
855-447-6967 ext 703

Investor Relations:  
Bill Clayton  
Independence Financial Ltd.  
Toll-Free: (888) 603-2896  
Email: info@terratechcorp.com

Source: Terra Tech Corp.