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## **Terra Tech Subsidiary Edible Garden Signs Distribution Deal with 30-Acre Midwest Sustainable Hydroponic Farm**

### **Edible Garden brand of living produce expands into the Midwest**

Belvidere, Dec. 3, 2013 (GLOBE NEWSWIRE) --[Terra Tech Corp. \(TRTC\)](#) subsidiary Edible Garden, a hydroponic herb and produce cultivator, signed a distribution deal with [Heartland Growers](#) out of Indianapolis, Indiana. Under the terms of the deal Heartland will cultivate the full line of Edible Garden produce to be sold throughout the Midwest market. Terra Tech will manage the marketing and sales, while Heartland will be responsible for the cultivation, packaging, and shipping of the product for retail sale.

"With over thirty acres of greenhouse space, Heartland operates a significant footprint for us to launch our product throughout the Midwest," says Derek Peterson, CEO of Terra Tech Corp. "They are one of the largest flower cultivators in the US and their ability to farm as well as manage the logistics associated with servicing retail is unsurpassed in our opinion. This is an important market for us to penetrate and Heartland gives us the capacity to scale quickly without raising additional capital to construct a new facility."

Edible Garden selected Heartland due to their eco-conscious approach to cultivation. Heartland recycles water, utilizes no harmful pesticides, and repurposes methane gas collected from a local landfill to heat their facility. They cultivate using energy and labor efficient Dutch-style equipment to maximize output while minimizing costs. Heartland Growers has already begun seeding for hydroponic lettuce and the company is actively meeting with retail buyers to carry their line of living produce.

"Consumers are beginning to demand locally-grown produce out of the concern for the environment as well as the safety of the food they feed their families. Shopping locally also gives consumers a way to prioritize and support businesses in their local community," explains Austin Kirtley VP of Sales and Marketing. "We are excited about our partnership with Edible Garden and believe strongly in their model of creating a national brand of sustainably farmed produce cultivated by a network of local farmers."

Outside of their flagship hydroponic farm in the Northeast, the company intends on partnering with existing operators throughout the country to expand the Edible Garden brand. The model is designed to minimize dilution and the need for capital while allowing for scalability to expand their footprint as quickly as possible.

"Our intention is to find existing farms with excess capacity and show them how they can

cultivate a product that has year-round demand, reducing the seasonality of their core business, said Ken Vande Vrede COO of Terra Tech. "Through partnering we can maintain quality and packaging standards nationwide while avoiding shipping our products long distances in an effort to offer consumers a brand they know and trust from a local farm they feel good about supporting."

## **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, Food Emporium and others throughout New Jersey, New York, Delaware, Maryland, Connecticut, and Pennsylvania.

For more information on Heartland Growers visit: [www.heartlandgrowers.com](http://www.heartlandgrowers.com)

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

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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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