

February 26, 2014



## **Terra Tech Subsidiary GrowOp Technology Forms Team to Focus on Medical Cannabis Opportunities in the Northeast**

### **Terra Tech Strengthens Medical Cannabis Team**

Irvine, Feb. 26, 2014 (GLOBE NEWSWIRE) -- [Terra Tech \(TRTC\)](#), through their subsidiary GrowOp Technology, is pleased to announce the formation of a team that will focus on medical cannabis opportunities in the Northeast. The team will be headed by Evan Nison, the Executive Director of NORML New Jersey and Co-Founder and Director of New York Cannabis Alliance.

Evan, whose medical cannabis industry beginnings stem from the grassroots movement to tax and regulate initiatives, has been a driving force behind marijuana law reform in both New Jersey and New York. He brings years of experience and success running organizations focused on advocating on behalf of consumers, patients, business owners, and other stakeholders to progress sensible and responsible cannabis reform legislation.

"Evan has experience advocating on behalf of patients and consumers to progress legislation that will create a responsible, well regulated and transparent industry." said Derek Peterson, CEO of Terra Tech Corp. "During this process he has formed relationships with stakeholders and advocates all across the region. With him on board I'm confident we will be able to work with advocates to open the industry and seize opportunities as they arise."

Terra Tech plans on advocating in support of medical cannabis and adult-use legalization laws throughout the region, and has already begun in New Jersey and New York.

"I'm excited to be apart of Terra Tech because they have a proven track record of operating food-grade agricultural facilities in a responsible and sustainable way." Said Evan Nison, "I believe the majority of Americans would prefer responsible companies like Terra Tech to provide marijuana to patients and adults rather than unregulated warehouse grows that currently supply retail dispensaries."

In the past few months, a legalization bill has been introduced in New York and a prominent member of the New Jersey Senate announced he will be introducing a legalization bill with the support of the Senate President in addition Governor Cuomo recently announced he will be legalizing a limited medical marijuana program in New York.

## **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 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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Source: Terra Tech Corp.