



TerraCycle, Inc.
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JH Partners becomes a Lead Investor in TerraCycle's Eco-Revolution™

Trenton, NJ and San Francisco, CA – April 2, 2007 – JH Partners, LLC, a San Francisco-based private equity firm focused on the consumer products and services industry, announced it has invested in TerraCycle, Inc™, the first company to produce gardening fertilizer products entirely out of waste. JH Partners chose to invest in TerraCycle because of the Company's fresh approach to an existing market and its massive growth potential. JH Partners hopes to use its experience growing leading brands to help TerraCycle develop into a sustained market leader.

TerraCycle is the eco-capitalist manufacturer of organic and all-natural plant foods made from worm poop. Not only does the Company derive its products from worm poop, but it also packages the plant food in re-used soda bottles. The bottles are collected from recycling centers as well as through the Bottle Brigade™ program, which has over 2,000 community groups that earn five cents for every bottle they collect. Because the Company's products are completely made from and packaged in waste, manufacturing TerraCycle plant foods and fertilizers actually consumes more waste than it produces.

"JH Partners is the first institutional investor to join TerraCycle," said TerraCycle founder and CEO Tom Szaky. "We have turned down every other firm that has approached us. They have never shared our vision or energy and have wanted to move TerraCycle away from our commitment to being environmentally beneficial in all aspects of business. When I first met with JH Partners, I knew instantly that they were the perfect choice to help TerraCycle maintain the exponential growth we have already experienced."

TerraCycle has experienced 300% growth annually since 2003, when the Company's products were still called Earth Plant Fuel and made in a garage. Every year since those humble beginnings, the Company has attracted more retailers, earned more shelf space and produced more varieties of its plant foods. As a result, TerraCycle has outgrown its current 25,000 sq. foot factory in only two years and plans to move to a nearby facility that is five times the size. TerraCycle believes JH Partners is the ideal investor to help guide this growth.

"With an innovative, differentiated product and extraordinary growth potential, TerraCycle fits strongly with JH's investment strategy," said John Hansen of JH Partners. "The Company is well positioned to capitalize on the growing market for natural and eco-friendly home products and is poised to become a leading brand. By leveraging our deep multi-channel experience, we believe, together with the impressive management team, we can build TerraCycle into an established market leader."

About TerraCycle, Inc.

TerraCycle (www.terracecycle.net) is the brainchild of Tom Szaky, a 25-year old entrepreneur and Princeton University dropout. TerraCycle Plant Food™ is also the first consumer product to earn the right to carry the ZeroFootprint™ seal. The seal signifies that the materials and manufacturing process used to produce its products have virtually no negative environmental repercussions. TerraCycle worm poop plant foods and fertilizers are available in Home

Depot,® Target® and Wal*Mart® stores nationwide. In July 2006, an Inc. magazine cover story crowned TerraCycle “The Coolest Little Startup in America.”

About JH Partners, LLC

JH Partners (www.jhpartners.com) is a San Francisco based private equity firm focused on investments in growth-oriented middle market consumer products and services companies. JH Partners has been instrumental in aiding the growth of powerful consumer brands, including Peet’s Coffee & Tea, Bare Escentuals, Performance Bicycle Shop, Bell Helmets, and Design Within Reach, among others.