

FORTERRA ENVIRONMENTAL MARKETING ITS SOIL-ENRICHMENT PRODUCTS AT INDUSTRY TRADE SHOWS

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Forterra Environmental Corp. (TSX-V: FTE-V), an emerging leader in the production and sale of premium organic soil-enrichment products based on worm castings, is being very busy during this winter season marketing at various industry trade shows.

"Consistent with our stepped-up marketing program, Forterra committed to participating this winter in seven industry trade shows that we identified as presenting great opportunities for us to create more widespread awareness of our company and the benefits of Forterra's environmentally friendly soil-enrichment products," said Rick Denyes, Forterra's President and Chief Operating Officer.

"On our own and with our partner, Hutcheson Sand & Mixes, we have identified these trade shows as attractive because they offer a cost-effective means of reaching potential customers in sectors and markets that we believe will be interested in our products. In fact, we are appearing jointly with Hutcheson in four of the trade shows," he said.

The seven trade shows, beginning last November and running through mid-March, are all in Ontario except as noted below:

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Essex Kent Growers Association - November 18-19

Great Lakes Growers Association - December 9-11

Landscape Ontario January - 7-9 (with Hutcheson)

Ontario Golf Superintendents Show - January 22-23 (with Hutcheson)

Guelph Turf Grass Symposium - January 22-27

Canada Golf Superintendents Show (Halifax) - March 8-11 (with Hutcheson)

Canada Blooms - March 18-22

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On January 9, 2009, Forterra announced that it had signed a contract with Hutcheson Sand & Mixes giving Hutcheson exclusive rights to use Forterra's products in a new line of blended sand mixes for the "Professional Sports Turf" industry, including golf courses and sports fields. The agreement is for five years with an option for an additional five-year term. Forterra will supply Hutcheson with Forterra Worm Castings, EndoPro, and Worm Castings with EndoPro for blending into sand products for the turf-grass industry. EndoPro is a new product developed by Forterra that enhances its worm castings with beneficial fungus to improve the speed of seed germination and disease control.

"We have now created additional marketing literature, as well, featuring EndoPro and our relationship with Hutcheson, which we are using at the trade shows," Mr. Denyes said.

Hutcheson Sand & Mixes, headquartered in Huntsville, Ontario, is recognized as a global leader in employing innovative technology to produce high-quality sands for a wide variety of applications. It has been serving the golf course industry for more than 30 years, providing innovative solutions to their needs from topdressings to bunker sands, divot mixes, and other specialty sand products. Hutcheson's products can be found on an estimated 850 golf courses across Canada and the United States, including approximately 600 courses in Ontario.

About Forterra Environmental Corp.

Forterra manufactures and markets environmentally friendly soil enhancers, using worm castings, which boost fertility while restoring the soil with organic matter for sustainable, longer-term benefits, including

stronger root growth, and drought and pest resistance. Forterra products contain only organic material. They are ideal for golf courses, sports fields, lawn care, parks, nurseries, orchards, and vineyards. Essentially, Forterra uses red wiggler worms to convert organic material into vermicompost or worm castings. Worm castings contain micronutrients, which are required for healthy plant development. Worm castings also contain microbes, which increase the rate at which plants take up available macronutrients and micronutrients. Further information is available on the company's website at www.forterra.com.

<< The TSX Venture Exchange Inc. has neither approved nor disapproved of the contents of this news release. >>

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