

Forterra Environmental Making its Organic Soil-Enrichment Products Available to Weed Man Franchises

Puslinch, Ontario, January 8, 2010 – Forterra Environmental Corp. (TSXV: FTE), a manufacturer, marketer, and seller of premium organic soil-enrichment products based on worm castings, today announced that its products are being made available to Weed Man's lawn-care franchises across Canada and the United States.

"In 2009, we successfully carried out trials with several Weed Man franchises," said Rick Denyes, Forterra's president and chief operating officer. "We were subsequently invited to participate in Weed Man's annual awards convention, held in December in Orlando, Florida.

"We were very pleased with the interest shown at the convention by many of Weed Man's Canadian and U.S. franchisees in our products. We have agreed to make our granulated and pelletized worm castings products, and granulated worm castings bridged with slow-release nitrogen readily available for purchase by Weed Man franchises," Mr. Denyes continued.

"The feedback that we have received is that Forterra's products are a natural fit with Weed Man's Nature's Touch® exclusive line of organic-focused lawn-care solutions. We expect to work with franchises of Weed Man to support their annual marketing campaigns, including providing sample packets of pelletized castings for distribution to their existing and potential lawn-care customers. We also will continue working with Weed Man on further product development and marketing initiatives to help to meet their customers' needs," Mr. Denyes said.

About Weed Man

Since its founding in 1970 in Canada, Weed Man has grown into an international network of locally owned and operated lawn-care businesses. Its franchisees provide lawn-care services that produce lush green lawns for homeowners across Canada (www.weedmancanada.com), the United States (www.weedmanusa.com), and the United Kingdom (www.weed-man.co.uk). In Canada, Weed Man operates in all provinces with nearly 100 franchisees, about half of which are located in Ontario.

About Forterra Environmental Corp.

Forterra manufactures, markets, and sells 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.

Forward-Looking Statements

This news release contains forward-looking statements based on current expectations. These forward-looking statements entail various risks and uncertainties that could cause actual results to differ materially from those reflected in these forward-looking statements. Such statements are based on current expectations, are subject to a number of uncertainties and risks, and actual results may differ materially from those contained in such statements. These uncertainties and risks include, but are not limited to, availability of resources, competitive pressures, changes in market activity, the ability to sign contracts with customers, the development of markets for worm castings, its ability to breed and maintain a sufficiently large worm population, and regulatory requirements. Risks and uncertainties about Forterra's business are more fully discussed in the company's disclosure materials, including its annual information form and MD&A, filed with the securities regulatory authorities in Canada. Forterra assumes no obligation to update any forward-looking statement or to update the reasons why actual results could differ from such statements.

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