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marketwire

Forterra Environmental Appoints Pilon to Board of Directors

Mon Jul 14, 8:00 AM

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TORONTO, ONTARIO--(Marketwire - July 14, 2008) - Forterra Environmental Corp. (TSX VENTURE: [FTE.V](#)), an emerging leader in the production and sale of premium organic soil-enrichment products based on worm castings, today announced the appointment of Randy Pilon to its Board of Directors.

"We expect that Randy Pilon's experience as an entrepreneur, angel investor and in senior management will make him a valuable addition as an independent director on Forterra's Board," said Don Green, Chairman and Chief Executive Officer.

"Randy's past roles include forming effective corporate growth strategies, and we expect that he will provide our management team important guidance in these areas. It is a coup for us to be able to attract an individual of Randy's caliber to our Board and indicates his commitment to aiding Forterra in our goal to make this company the number one premium organic soil producer in North America," said Mr. Green.

Mr. Pilon's extensive business career includes 14 years with Bausch & Lomb, a multinational leader in the eye care business (sales exceeded US\$2 billion a year prior to it being taken private through an acquisition). Randy rose rapidly through the company's management, becoming Corporate Vice President of the Canadian subsidiary, and was chosen as one of 17 strategic minds from more than 26 operating companies around the world to create the global strategic plan. In 1998, Mr. Pilon founded Virox Technologies Inc., a company with a patented technology in disinfection and sterilization marketed through several leading global partners such as Bayer, STERIS Corp., and JohnsonDiversey. In November 2006, Virox received the prestigious Canadian American Business Council Award for business excellence. Mr. Pilon is a graduate of the Sheridan College Business Program (1982), The Queens Executive Program (1995), the University of Toronto Rotman School of Business MBA Program (2004), Harvard Business School Strategic Planning and Competitive Advantage Course (2007), and the Institute of Corporate Directors (IDC.D designation) Corporate Governance program at University of Toronto Rotman 2005. He is a Director and Committee Chairman with SonnenEnergy Corporation, a TSX-listed solar energy company, in addition to sitting on advisory Boards for the Toronto Hospital For Sick Children and Sheridan Polytechnic Institute. He is a frequent speaker at Universities, Colleges, and Venture Capital events.

About Forterra Environmental Corp.

Forterra manufactures and markets powerful and 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 waste 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.

Contacts

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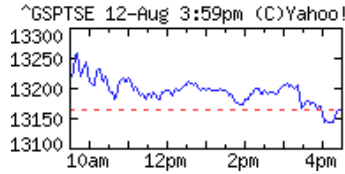
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S&P TSX	13,167.00	0.00	(0.00%)
S&P TSX-V	1,976.52	0.00	(0.00%)
Dow	11,642.47	-139.88	(-1.19%)
Nasdaq	2,430.61	0.00	(0.00%)
S&P 500	1,289.59	0.00	(0.00%)

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