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***Itronics Selected as One of 10 Most Sustainable, Green/Earth Friendly Businesses in Northern Nevada***

RENO, Nevada, Jan. 11, 2018 (GLOBE NEWSWIRE) -- Itronics Inc. (OTC:ITRO) a diversified producer of GOLD'n GRO zinc fertilizers and silver products and a green technology development Company, today reported that it has been selected as one of the top 10 companies in Northern Nevada in the "Most Sustainable: Green/Earth Friendly" category. This selection is presented in the Northern Nevada Business Journal (NNBW) 2018 Book of Lists publication.

In mid-December 2017 NNBW asked its readers to vote for the top nominee in each of the listed categories. The winner in each category will be announced at the NNBW 2018 Book of Lists Launch & Awards Gala on January 16, 2018.

"We are honored to have been selected as one of the Northern Nevada companies that is having a major positive impact on the Northern Nevada Business Community as a Green/Earth Friendly Sustainability Company," said Dr. John Whitney, Itronics President. "Other Companies in this category include Tesla, Peppermill Resort Spa Casino, Patagonia, and New 2 U Computers which supplies Itronics with discarded computer circuit boards for e-scrap recycling."

Itronics has won many awards for its "Zero Waste" recycling technology achievements. It was one of the 5 finalists for the prestigious Kirkpatrick Award, which every two years salutes the most noteworthy chemical engineering technology commercialized anywhere in the world. It was also awarded the USA Gold Award, presented at the House of Commons in London, England, an award that recognizes the top environmental achievements in the world and won second place in a Worldwide Environmental Award in Chemical Engineering contest with ceremonies in London.

The Company was also named an International Green Hero in ceremonies in London, by one of the most prestigious environmental organizations in the world. Dr. Whitney has been honored as Inventor of the Year in Nevada and also as "Scot of the Year" for his significant contributions to his community.

Itronics has pioneered the development of value-added hazardous waste recycling that converts demetallized liquid photochemical waste into silver bullion and a liquid ingredient used to manufacture the line of high quality GOLD'n GRO liquid fertilizers. "Itronics is now pioneering and has achieved operational proof of concept for its second 'Zero Waste' technology, the breakthrough e-scrap refining technology which is now being operated at a small pilot scale," said Dr. Whitney.

#### About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Green Technology" Company which produces GOLD'n GRO specialty liquid fertilizers, silver bullion, and silver-bearing glass. The Company's goal is to achieve profitable green technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and uses of metals and minerals by completely converting waste to products, and by doing this maximize sustainability.

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts 100 percent of the spent photoliquids into GOLD'n GRO liquid fertilizers, silver bullion, and silver bearing glass. This is internationally recognized award winning "Zero Waste" Technology. The Company is developing a portfolio of environmentally beneficial "Zero waste" processing and mining technologies. Itronics has received numerous domestic and international awards that recognize its ability to successfully use chemical science and engineering to create and implement new environmentally green recycling and fertilizer technologies.

The Company's environmentally friendly award winning GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available at the Company's "e-store" on Amazon.Com at: [https://www.amazon.com/s/ref=nb\\_sb\\_noss\\_2?url=search-alias%3Daps&field-keywords=gold+n+gro](https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Daps&field-keywords=gold+n+gro). Due to expanded retail customer interest, GOLD'n GRO fertilizer may now be purchased in Reno, Nevada at "Buy Nevada First Gift Shop," 4001 S. Virginia St.

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