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Itronics Updates Stage 1 Silver Refinery Expansion Progress

Itronics Green Recycling Technology to Expand Growth Opportunities

RENO, NV, Jan 27, 2010 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) reported today that its subsidiary, Itronics Metallurgical, Inc., today provided a progress report on the Stage I silver refinery expansion announced in October 2009.

Itronics Metallurgical has completed the preliminary engineering, including specification of needed tanks and pumps. A tank list has been prepared and tank selection is underway. Evaluation of operating changes that will be needed to accommodate the new processing circuit is also underway. The current goal is to be able to start testing the new circuit in the second quarter.

"We are excited by the progress being made to advance this expansion project," said Itronics President Dr. John Whitney. "Once operational, this revolutionary technology will strengthen the company and open new pathways to growth."

In 2008, Itronics announced plans for expansion of its silver refining capacity in two stages from 24,000 ounces per year to 2.4 million ounces per year. The Stage I expansion will increase nominal silver refining capacity to 240,000 ounces per year by increasing the per melt capacity of the refining operation by 10 times with no increase in per melt cost. This produces a 90 percent decrease of the per melt cost of each ounce of silver produced.

The increase in per melt capacity will be more than sufficient to accommodate intermediate term growth, and will also provide the capacity for acquisition of new silver-bearing sources to further expand growth. The Stage 1 refinery expansion will produce two new fertilizer raw materials as byproducts which are expected to improve GOLD'n GRO fertilizer quality and profitability by replacing fertilizer ingredients which are presently purchased from outside suppliers.

Itronics, through its subsidiary Itronics Metallurgical, is the inventor and operator of award-winning recycling technology that converts spent photographic liquids into pure silver and GOLD'n GRO fertilizers. Commercialization of this technology has created a "Green Consumer Option" for photo and X-ray processors and "Green fertilizers" for horticulture and agriculture. The fertilizers incorporate the "essence" of green because of how they are sourced and because of their excellent performance in the field.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company with a fully permitted "Beneficial Use photochemical, Silver, and Water Recycling" plant in the United States that converts spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology, provides project planning and technical services to the gold mining industry, and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>, which provides a value-added WORLD VIEW of Gold Producer Stocks, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks.

Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available, along with liquid fertilizer injectors, at the Company's "e-store" catalog at <http://goldngro.com>. The popular Silver Nevada Miner bars are available at the Company's "e-store" catalog at <http://www.itromet.com>.

VISIT OUR WEB SITE: <http://www.itronics.com>

("Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains or may contain forward-looking statements such as statements regarding the Company's growth and profitability, growth strategy, liquidity and access to public markets, operating expense reduction, and trends in the industry in which the Company operates. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements to reflect actual results, changes in risks, uncertainties or assumptions underlying or affecting such statements, or for prospective events that may have a retroactive effect.)

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