

Press Release Archives: 01/30/2009

Itronics' 2009 Silver and GOLD'n GRO Fertilizer Sales Start Strong, Driven by Environmentally Green Clean Technology

RENO, NV--(MARKET WIRE)--Jan 30, 2009 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) reported today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., is off to an excellent start for 2009 with GOLD'n GRO fertilizer orders exceeding the same time period of 2008 and silver sales expected to double first quarter 2008 figures.

"Itronics Metallurgical has entered into an interim silver refining agreement to expand recovery while the planned Stage 1 silver refinery expansion is progressing. This will result in a major increase in silver ounces recovered for sale in 2009," said Dr. John Whitney, Itronics President. "GOLD'n GRO fertilizer sales are also expected to continue their pattern of strong year over year increases with the GOLD'n GRO Guardian Deer Repellent adding to the sales growth."

Itronics is expecting that total sales could increase by 30 percent in the first quarter with the growth being driven by a large increase in silver sales. Receipts of spent photographic liquids for recycling into GOLD'n GRO fertilizers increased by 15 percent in the fourth quarter and that increase is continuing in the first quarter, ensuring adequate supply for fertilizer manufacturing. First quarter fertilizer sales, although strong so far, may be affected by drought conditions in the California market. GOLD'n GRO Guardian will be introduced to the landscape maintenance companies in the Northeast United States during the second quarter and is expected to make a major contribution to on-going sales growth.

Itronics is successfully implementing its long-term plan to use internally developed environmentally green clean technology to produce solid growth. This focused approach to the use of creative new clean technology to achieve solid growth has made the vertically integrated "Beneficial Use Photochemical, Silver, and Water Recycling" technology and the GOLD'n GRO brand of environmentally friendly fertilizers a success. Exciting related technologies and products are being developed for commercialization. The planned Stage 1 silver refinery expansion will incorporate some of these and in so doing will expand and strengthen the Company's core processing operations and improve its ability to grow profitably.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology Growth Company." 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.)

Contact:
Paul Knopick
888-795-6336

Source: Itronics Inc.