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Itronics President Dr. John Whitney Named an Entrepreneur of the Year

RENO, Nev., Feb. 1 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today announced that it's President, Dr. John Whitney, has been named "Entrepreneur of the Year," Agriculture/Environment by The Business Report of Northern Nevada, published by the Reno Gazette-Journal.

The Judges comments, accompanying the article, said: "Dr. Whitney has transformed a once-hazardous material into a groundbreaking chemical process that actually is good for the environment."

The article salutes Dr. Whitney as "a leader with business sense as well as technical expertise" in the development of Itronics, a business "that uses a proprietary process to turn hazardous chemical waste into precious metals and environmentally friendly fertilizers."

The article continues: "Creating a process to separate the silver from the effluent was one challenge, but Dr. Whitney discovered the byproduct had nutritional qualities that could potentially benefit agriculture. After extensive testing and tweaking, the fertilizer GOLD'n GRO was born, and it has proven to be a winner, even in a competitive field dominated by large fertilizer companies."

"We've shown you can completely eliminate the waste stream," the article quotes Dr. Whitney saying. "And it is one of the most complicated waste streams that exist."

The article said, "Now Itronics boasts a business with several revenue centers ... It is growing at a clip of 40 percent a year ... It has emerged with a strong growth path toward profitability."

Itronics has won a number of other prestigious awards including being one of five finalists for the Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England and was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world. It won the International Green Hero award in 2006 for its leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator." Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. The environmentally friendly liquid fertilizers can be used for lawns and houseplants, and are available, along with GOLD'n GRO liquid fertilizer injectors, at the Company's "e-store" catalog at <http://www.goldngro.com> . The popular Silver Nevada Miner bars are available at the Company's "e-store" catalog at <http://www.itromet.com> . Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the mining industry and operates the global Gold Producing Stocks web site, <http://www.insidemetals.com> .

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

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