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Itronics Will Report First Quarter Sales Increase; Updates Silver Refinery Expansion and GOLD'N GRO Guardian Deer Repellent Fertilizer Registration

RENO, NV--(MARKET WIRE)--Mar 6, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) reported today that its first quarter sales are increasing in strong silver, fertilizer, and gold markets.

"Itronics GOLD'n GRO fertilizer division ended February with the largest backlog of truck load orders in the Company's history," said Dr. John Whitney, Itronics President. "Silver sales in January and February were about equal to last year's full first quarter. The Mining Technical Services division sales were also up in the first two months and visitor traffic to the InsideMetals.com web site is continuing to increase."

"The sales increases are expected to grow as the year progresses. Silver prices, fertilizer demand and prices, and gold prices are at all time highs," said Dr. Whitney. "Itronics, with its innovative photochemical recycling technology that completely converts the waste stream to pure silver and environmentally compatible, high quality GOLD'n GRO liquid fertilizers, is now benefiting from these strong markets."

The Company has completed temporary installation and start up of a new screening machine for its refinery that will produce an increase in silver output and sales in March and future months. Silver prices are now in the \$20 per ounce range, making this incremental expansion very timely.

The Company has completed a detailed deer damage study which indicates that deer damage in suburban America is in the \$5 billion per year range and that sales of its GOLD'n GRO deer repellent fertilizer could top \$200 million annually. The U.S. Environmental Protection Agency has indicated that the Company will receive a GOLD'n GRO Guardian deer repellent registration sometime in May or June 2008. The Company is now anticipating that GOLD'n GRO Guardian deer repellent fertilizer sales can begin in the third quarter of this year.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion 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://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 environmentally compatible mining technology development, 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 compatible recycling and fertilizer technologies.

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

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