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Itronics GOLD'n GRO Liquid Fertilizer, an Earth Friendly Product, Helps Remedy 'Yellow Peach Tree Syndrome'

RENO, Nev., March 25 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) today reported that its subsidiary, Itronics Metallurgical, Inc., obtained positive results from a field fertilization trial that used GOLD'n GRO chelated micronutrient liquid fertilizers on peach trees in western Colorado. This allows the Company to register the product in the state in anticipation of sale to several peach growers in western Colorado that have expressed significant interest. The products are expected to be available for use in Colorado in mid to late April.

The trial was conducted during the 2002 growing season on peach trees in western Colorado by a major Colorado university. The peach trees were suffering from chlorosis or "yellow peach tree syndrome," a condition that has been experienced in western Colorado peaches for several years and for which a remedy had not been found. The western Colorado peach growing area is characterized by alkaline soils and high bicarbonate content water. The trial used water that was treated to reduce its bicarbonate content before adding the GOLD'n GRO fertilizers.

The water treatments plus GOLD'n GRO chelated micronutrient application produced dramatic visual results with most trees noticeably greener than they were in the prior year. Tissue tests showed that the foliage of trees that received water treatment plus chelated micronutrient treatment contained higher mineral nutrient levels than the trees that received only water treatment.

"These results are exciting and are a further demonstration of the impressive effectiveness of the GOLD'n GRO chelated micronutrient fertilizers for improving the health of tree crops," said Dr. John Whitney, Itronics President. "We have been getting very satisfactory results from application of the GOLD'n GRO chelated micronutrient liquid products on chlorotic wine grapes in the central coastal region of California and are pleased that they work on peach trees suffering from a similar condition."

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These earth friendly liquid fertilizers, which can also be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com/>.

Itronics Inc. is one of Nevada's leading process technology companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products, recovers, refines, and sells silver, and provides project planning and technical services to the mining industry. Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and has become a member of the Inventor's Hall of Fame at the University of Nevada, Reno. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies.

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

(The statements in this news release that are not historical facts or statements of current status are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995 that involve risk and uncertainties. Actual results may differ materially.)

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