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Itronics Receives GOLD'n GRO Guardian Deer Repellent Registration From the U.S. Environmental Protection Agency

RENO, NV--(MARKET WIRE)--Mar 27, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) today reported that its wholly owned subsidiary Itronics Metallurgical, Inc. has received label registration for GOLD'n GRO Guardian deer repellent from the U.S. Environmental Protection Agency (EPA).

With notification of registration of GOLD'n GRO Guardian deer repellent, registration statements will be filed in Nevada and Northeastern states where the Company plans to start marketing the deer repellent. Plans are being implemented for manufacturing, marketing, and sales launch in May, 2008.

"Receipt of this bio-pesticide label registration is the result of several years of intensive, successful product development," said Dr. John Whitney, Itronics President. "This opens another important avenue for internally generated growth for Itronics, and represents a significant extension of the Company's proprietary GOLD'n GRO nutrient delivery technology."

The GOLD'n GRO Guardian registration, manufacturing, and sales will expand the GOLD'n GRO brand into another important market segment, which is expected to further broaden the customer base and increase the rate of sales growth. Earlier this year the Company completed a detailed deer damage study which indicates that deer damage in suburban America is in the \$5 billion range and that sales of its GOLD'n GRO Guardian deer repellent could top \$200 million annually.

Itronics' continuing expansion is a result of years of research and development that has made its innovative vertically integrated photochemical recycling technology that completely converts the waste stream to pure silver, and its high quality GOLD'n GRO brand of environmentally compatible fertilizers a success.

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 mine development 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 and Junior Gold Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

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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Source: Itronics Inc.