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Dr. John Whitney, Itronics CEO, Wins Silver Thistle Award for Significant Contributions to Reno, Nevada, Area

SPARKS, Nevada, April 11, 2005 -- Itronics Inc. (OTC BB: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) is pleased to announce that Dr. John Whitney, its founder, Chairman and CEO, has been awarded the Silver Thistle Award as "Scot of the Year" by the Nevada Society of Scottish Clans for his significant contributions to life in the community in northern Nevada at the group's traditional "ceiliah" in Sparks, Nev.

"When the cities of Reno and Sparks were faced with a \$6 million cost per year to remove silver from the discharge of their waste treatment works, Dr. Whitney developed a method to remove the silver. This led to the founding of his public company, Itronics, which collects used photo liquids, removes virtually all the toxic heavy metals, including silver, and converts the residual liquid into top rated, environmentally beneficial fertilizers," said John Howe, chairman of the awards committee. "Dr. Whitney's work saves area taxpayers \$6 million annually, pumps approximately \$2 million per year into our economy and has been producing an ongoing direct benefit to Northern Nevada of at least \$8 million every year since 1990."

Dr. Whitney's direct line of Scottish descent is from his mother's side. Her family name was Kellogg and there is a Kellogg coat of arms, while the tartan is the MacDonald tartan, of which Kellogg is a branch. "I'm very honored to win this distinguished award and I am pleased that Itronics is being recognized for its significant contribution to the Northern Nevada community," said Dr. Whitney.

Previous winners of the award include University of Nevada Medical School Dean Steve McFarlane; career Army physician Dr. James W. Forsythe, and Ron James, Nevada State Historic Preservation Officer. The award is a silver colored pewter Highland "quaich," or traditional drinking bowl, with two handles and a silver thistle engraved inside. It is mounted on a walnut plaque.

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://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 Nevada's leading "Beneficial Use Recycling" company and a world leader in photochemical recycling. The Company also 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 is 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.

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(Statements in this press release may constitute forward-looking statements and are subject to numerous risks and uncertainties, including the failure to complete successfully the development of new or enhanced products, the Company's future capital needs, the lack of market demand for any new or enhanced products the Company may develop, any actions by the Company's partners that may be adverse to the Company, the success of competitive products, other economic factors affecting the Company and its markets, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The actual results may differ materially from those contained in this press release. The Company disclaims any obligation to update any statements in this press release.)