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***Itronics Announces GOLD'n GRO Fertilizer for Lawns, Plants and Berries Now Available on Amazon.com***

RENO, NV--(Marketwired - Apr 17, 2014) - Itronics Inc. (PINKSHEETS: ITRO), a growing and diversified fertilizer, silver and minerals producer, today announced that it has begun to sell its popular GOLD'nGRO 20-1-7 +3 Sulfur Valu-Pak Liquid Fertilizer Concentrate for lawns and plants at Amazon.com (<http://www.amazon.com/gp/product/B00JBQOUZK>).

GOLD'n GRO is a green fertilizer developed by Itronics' ([www.Itronics.com](http://www.Itronics.com)) advanced, award-winning recycling technologies, which convert a potentially toxic waste into fertilizers used by some of the top vegetable and other growers in the Central Valley in California.

One 32 ounce bottle of this product fertilizes 1,000 square feet of lawn. It also is used to produce healthy shrubs and ornamentals, providing just the right amount of sulfur and chelated iron. Priced at \$18.95 plus shipping, Itronics is sending the purchaser two 32 ounce bottles instead of one as an introductory offer.

The sulfur technology developed by Itronics neutralizes chlorine in city water, making the water healthier for tender plants. The Advanced Nutrient Bioavailability Technology developed by Itronics improves the availability for plants of the calcium and magnesium found in city water. The multi-nutrient plant food, which is delivered through a hose end sprayer, is excellent for tulips, irises, broad leaf flowers, roses, raspberries, strawberries and rhubarb.

"We are very pleased to have this second product now available on Amazon.com for nationwide sales," said Dr. John Whitney, Itronics President. Previously the Company announced sale of its popular GOLD'n' GRO 6-3-9 +4 Sulfur Liquid Concentrate for sensitive plants indoors and out on Amazon.com at (<http://www.amazon.com/gp/product/B00J9V68TS>).

About Itronics:

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. Itronics, through its subsidiary, Itronics Metallurgical, Inc. is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology, and is developing the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available, along with liquid fertilizer injectors, at the Company's "e-store" catalog at <http://goldngro.com>. Its popular Silver Nevada Miner bars are available at the Company's "e-store" catalog at <http://www.itromet.com>.

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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