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**Itronics Reports Total Sales Up 52 Percent in First Quarter 2007; Positive Gross Profit; Sales Expected to Double in 2007**

RENO, Nevada, May 15 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today reported a positive gross profit of \$16,253 for the first quarter of 2007, the first time the Company has reported a positive first quarter gross profit since initiating its GOLD'n GRO fertilizer segment. Total sales increased by 52 percent in the first quarter to \$536,187. The Company has said it expects sales to double in 2007. The Form 10QSB filing is available on the U.S. Securities & Exchange Commission web site at sec.gov.

The Company achieved a 74 percent increase in GOLD'n GRO sales in the first quarter of 2007 compared to the same period in 2006. Silver sales decreased by 5 percent to \$68,847 while photochemical recycling increased by 134 percent to \$45,332 in 2007 compared to 2006.

Mining Technical Services declined in the first quarter while the division continued to make a transition from deriving its income from technical services to an internet based revenue model through the newly launched Insidemetals.com internet information portal, which is now generating revenue that is expected to continue to increase as the year progresses.

Itronics also reported that in the first quarter it received \$344,291 in cash and stock in a publicly traded company in exchange for its member interest in its workers compensation carrier. This amount has been reported as a gain in the first quarter 2007 and reduced net loss accordingly. During the quarter the Company obtained an additional \$1 million in financing.

The 10Q filing reviews progress in implementing the Company's eight part long term growth plan. The Company's primary focus remains on expanding GOLD'n GRO fertilizer sales. Incremental manufacturing facility expansion to support GOLD'n GRO fertilizer and silver sales growth is underway and the report presents a description of the steps being taken.

Operating loss increased 20 percent compared to the prior year's first quarter primarily due to increased sales and marketing and research and development expenses. Net loss increased by 68 percent, primarily due to a decrease in the gain on derivative instruments.

Results for first quarter ended March 31, 2007 and the same period in 2006 can be referenced [here](#)

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 multnutrient 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 is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the gold mining industry and operates the global Gold Producing Stocks web site <http://www.insidemetals.com> . 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.)

Contact: Paul Knopick

888-795-6336