

Press Release Archives: 05/19/2010

## Itronics Provides May Activity Update

Environmentally Green Fertilizer and Silver Technology Driving Strong Growth

RENO, NV, May 19, 2010 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) today updated 2010 sales progress, saying, "the Company is benefiting from strong market demand for fertilizer and silver, and growing worldwide demand for hard mineral and gold properties." Dr. John Whitney, Itronics President, said, "Silver prices have strengthened with silver now trading in the \$19 per ounce range. With our Stage 1 silver refinery expansion under way and increased output expected in the second half of the year, Itronics silver sales will benefit from increased production, improved efficiency, and these strong prices.

With variable weather and continuing rains in our major central California market, the spring fertilizer season started later than usual. As a result, March GOLD'n GRO fertilizer sales were 40 percent greater than 2009, April sales were down slightly from April 2009, while May sales are expected to be up strongly. The weather continues to affect sales, with Reno, Nevada, still receiving late spring snow and California receiving more and later rain than usual. GOLD'n GRO fertilizer sales through the Company's distributor have been growing each year. Even with the unusual weather this year, the distributor sales base is expanding and forecasted growth is on track.

Work on the Stage 1 silver refinery expansion is on-going. The Company has been conducting small scale batch testing to develop additional information for actual operating requirements. This work has produced significant changes to the flow sheet that are expected to greatly simplify the operation and reduce the operational costs thereby significantly improving the project economics. Preparations for larger scale operational testing are continuing.

The claim staking project for Auric Gold & Minerals has been resumed. The Company has been receiving expressions of interest from potential investors which bodes well for the project as it develops. More information on the project will be provided at a later date.

About Itronics Headquartered in Reno, Nevada, Itronics is a Cleantech Specialty Fertilizer and Silver Company that produces the Award Winning 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, provides project planning and technical 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, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks.

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>. The 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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