

Press Release Archives: 05/29/2003

Itronics Achieves Significant Milestone, Recording Monthly Gross Profit For First Time in Its History

RENO, Nev., May 29 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that its subsidiary, Itronics Metallurgical, Inc., made a small gross profit in April and that Itronics also recorded a gross profit on a consolidated basis in that month, the first such month in the Company's history.

"For the first time since our photochemical recycling plant began operations, sales have covered all of the direct costs of photochemical collection services, photochemical solution processing, and GOLD'n GRO liquid fertilizer manufacturing," said Dr. John Whitney, Itronics President. "April's GOLD'n GRO fertilizer sales were up 51 percent over comparable sales in April 2002 and this increase was sufficient to enable us to achieve a positive gross profit."

In its first quarter Form 10-QSB filed on May 15, 2003, the Company stated that it believes that it has now identified and established GOLD'n GRO bulk products that have large enough markets to provide the growth in sales volume needed for the Company to achieve sustained profitability within the next 12 to 24 months. The Company also said that the path to overall profitability will be first to achieve profitability at the gross profit level, then at the operating income level, and lastly, at the net income level.

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These earth friendly liquid fertilizers, which can be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com/> .

Itronics Inc. is one of Nevada's leading process technology companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products, recovers, refines, and sells silver, and 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 has become 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.

VISIT OUR WEB SITE: <http://www.itronics.com/>

(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.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.itronics.com/>