

Press Release Archives: 06/24/2008

GOLD'n GRO Guardian Deer Repellent, Unique Product to Attack Multi-Billion Dollar Problem, Now Available in Three States

RENO, Nevada, June 24, 2008 -- Itronics Inc. (OTCBB: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today reported that individuals and businesses in Nevada, Utah, and Rhode Island can now purchase directly from Itronics Metallurgical, Inc. GOLD'n GRO Guardian Deer Repellent, a unique product that repels (but doesn't harm) the animals while fertilizing the plants. The product can be purchased by calling 1-800-368-1865, the toll-free number for Itronics' wholly owned subsidiary.

Registration is expected in Massachusetts in July, in New York in August or September, and is pending in Alabama, Delaware, Iowa, Maryland, Pennsylvania, and New Jersey. "This product needs to be registered in a state before residents can purchase it. We are publishing this update in response to numerous requests from potential customers," said Dr. John Whitney, Itronics President.

Due to requests for smaller quantities of GOLD'n GRO Guardian Deer Repellent, the Company has adjusted its sales introduction plan to provide a one gallon spray kit for smaller users and for evaluation by larger potential users. Itronics Metallurgical is planning to sell the GOLD'n GRO Guardian in a two-part package consisting of GOLD'n GRO Guardian Deer Repellent and GOLD'n GRO 8-8-8 +4%S liquid fertilizer. Initially two sizes of spray kit will be offered, a one gallon kit, and a 600 gallon kit. This will make it convenient for potential customers to do evaluation and testing, followed by conversion to commercial applications. Itronics plans to add a four gallon spray kit in the next quarter.

Itronics Metallurgical is planning to sell GOLD'n GRO Guardian Deer Repellent to Landscape Maintenance businesses that have licensed pesticide spray divisions and to other business that are licensed for spraying pesticides. Sales will also be made to plant and tree nurseries. The Company has arrangements in place to start trial sales in Utah. The Company has received numerous expressions of interest from potential users for trials in northern Nevada and in Rhode Island.

GOLD'n GRO Guardian Deer Repellent is registered for use on non-food crops, landscape plants, and non-bearing trees and vines. GOLD'n GRO Guardian is a systemic product and the treatment lasts up to three months. It protects the plants without harming the deer.

"Itronics' continuing expansion is a result of years of research and development that has made its innovative vertically integrated photochemical recycling technology that completely converts the waste stream to pure silver, and its high quality GOLD'n GRO brand of environmentally compatible fertilizers, a success. GOLD'n GRO Guardian Deer Repellent is a direct extension of the GOLD'n GRO technology and opens up a large new market segment for the Company's products," Dr. Whitney said.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company. 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 can convert used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company also provides environmentally compatible mining technology development, project planning, and technical services to the gold mining industry and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>. that 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 compatible recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers 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>

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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.)