

[Press Release Archives: 06/25/2013](#)

Itronics Resumes Field Trials for Its Breakthrough GOLD'n GRO Guardian Deer Repellent Fertilizer

Multi-Billion Dollar National Problem

RENO, NV--(Marketwired - Jun 25, 2013) - Itronics Inc. (PINKSHEETS: ITRO) reported today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has resumed field testing of its breakthrough GOLD'n GRO Guardian Deer Repellent fertilizer. The fertilizer provides systemic protection for plants from foraging deer while at the same time improving plant health through fertilization. Deer cause multi-billion dollar damage nationwide and the Itronics' solution has proven to be both effective and environmentally beneficial.

In early 2011 the Company agreed to participate in a multiyear comparative study of deer repellents being conducted by the Department of Horticulture at the University of Auburn Deer Lab at the Piedmont Substation near the City of Camp Hill, Alabama. That study is continuing with final results expected in 2013.

Preliminary results indicate effectiveness very comparable to three other deer repellents under heavy deer forage with one outstanding difference. The plants treated with GOLD'n GRO Guardian Deer Repellent Fertilizer initiated new shoot growth after about 30 days, most likely as a fertilization response. "Having a systemic deer repellent fertilizer that produces healthier plants while doing no harm to the animals is a very desirable, environmentally friendly, outcome," said Dr. John Whitney, Itronics President.

In 2013 the Company agreed to participate in a field trial in a small test area in a heavily foraged suburban location to evaluate the comparative benefits of GOLD'n GRO Deer Repellent Fertilizer under actual field conditions. Preliminary feedback from the test cooperator is that positive results are being obtained. Trial results are expected in the first half of 2014. The trial may be continued for one or more additional years depending upon results.

"Deer cause multi-billion dollar damage annually, including destroying suburban landscapes and spreading Lyme disease. Because of the continuing rapid spread of Lyme disease by deer ticks, and the great expense and difficulty of treating Lyme disease, reduction of deer foraging in suburban yards is a desirable method of reducing the spread of deer ticks to humans," said Dr. Whitney.

The development of GOLD'n GRO Guardian Deer Repellent fertilizer was discontinued in the second half of 2009 due to the collapse of the housing market in the United States. The state registrations were dropped in 2010 and 2011. The registration of the manufacturing locations has been maintained.

The U.S. housing market is improving and the Company's plan is to continue to selectively obtain field effectiveness information in anticipation of re-starting the registration process when the housing market regains sufficient strength. Under United States Environmental Protection Agency rules, costly and extensive outside contract laboratory testing of the GOLD'n GRO systemic repellent system for safety in the natural environment is required before final registration can be approved. This is true even though the individual repelling ingredients have been used safely in the human environment for more than 40 years in the United States.

The GOLD'n GRO systemic deer repellent fertilizer technology and manufacturing process was developed as an outgrowth of the "GOLD'n GRO Advanced Nutrient Availability Technology" utilized in the award winning, environmentally beneficial GOLD'n GRO fertilizers and is 100 percent owned by the Company.

Itronics' technologies maximize sustainability. The Company is using science and engineering to pursue profitable clean technology driven growth in chelated specialty fertilizers, silver, and related technologies and products. "Itronics as a fertilizer and silver producer, and a large-scale iron copper gold mineral exploration property owner, is well positioned to participate in these strong markets," according to Dr. Whitney.

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.)

Contact:

Paul Knopick
888-795-6336