

Press Release Archives: 06/30/2010

Itronics to Trade Under Transition Symbol ITROD for 20 Days

-Itronics is an expanding "green" natural resources company-

RENO, Nevada, June 30, 2010 -- Itronics Inc. (OTC: ITROD) reported today that upon the effective date of its 1 for 1000 share consolidation on June 29, 2010, a transitional symbol "ITROD" was assigned by the Financial Industry Regulatory Authority (FINRA) and will be applicable for 20 days, or until July 29, when it will revert to back ITRO. This is standard procedure for FINRA.

The Company consolidated its shares as part of its restructuring plan to improve its balance sheet. Itronics is confident the higher price per share will make its stock more liquid in the current market atmosphere that significantly penalizes sub-penny stocks. We believe the step we took will subsequently benefit existing shareholders, help attract new investors, and improve the company's ability to obtain equity financing. The post split shares opened at \$1.90 per share, removing them from the sub-penny category with its related restrictions on share purchases by the investing public.

Itronics is entering a new phase of development having announced the planned expansion of its silver refinery by installing revolutionary technology that will provide a new source of fertilizer raw materials and expand silver refinery capacity up to 10 times. The company has also recently announced that its new mining subsidiary, Auric Gold & Minerals, Inc. is acquiring a poly-metallic gold property by staking lode mining claims on Federal land in northern Nevada. These two projects are expected to expand both the Company's operations and its asset base and to substantially increase its value to investors. Itronics said it is committed to providing frequent updates on these and other accomplishments.

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>.

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