

Press Release Archives: 07/07/2010

Itronics Reports Auric Gold & Minerals Has Staked and Registered 158 Mineral Lode Claims; Worldwide Interest in Area of Nevada Being Staked

RENO, NV--(Marketwire - 07/07/10) - Itronics Inc. (Pinksheets:ITROD - News) wholly-owned subsidiary Whitney & Whitney, Inc. reported today that working with its claim staking contractor it has completed staking and has registered 158 mineral lode claims for Auric Gold & Minerals, Inc. The project now covers approximately 3,000 acres of land in Nevada and the claim staking is continuing.

Whitney & Whitney identified the polymetallic gold project and agreed to help Auric Gold & Minerals acquire the highly prospective mineral property, now encompassing 3,000 acres. The land acquisition is being accomplished by staking and registering lode mining claims on Federal lands managed by the U.S. Bureau of Land Management.

"The Auric polymetallic gold project is proving to be very timely," said Dr. John Whitney, Itronics founder and president. "In a press release we issued on September 3, 2009, we stated that 'there is a rapidly expanding move worldwide to invest in and acquire mineral resource assets.' Since that time interest in gold and mineral properties worldwide has increased and the prices of mineral commodities including gold and silver continue to increase."

"Political uncertainties are increasing as well, with even safe countries such as Australia making proposals to impose huge increases in mining taxes. Because of this, Nevada, the world's fourth largest gold producer, is recognized as one of the safest states in the world for minerals' investment and is attracting mining companies from all over the world. The Auric polymetallic gold project is in an area where several international mining companies are actively staking claims or acquiring positions in existing projects," Dr. Whitney explained.

Auric is a majority owned affiliate of Whitney & Whitney, Inc. and was formed to acquire multi-mineral (polymetallic) gold properties, and to strategically invest in Junior Gold and Minerals Companies that provide the opportunity to develop and commercialize environmentally friendly polymetallic gold projects. Further updates will be issued as the project advances. Project details will be published once property acquisition is complete.

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>

Contact:
Paul Knopick
888-795-6336

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such statements, or for prospective events that may have a retroactive effect.)