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Itronics Reports First Half 2014 GOLD'n GRO Fertilizer Sales

- Despite Severe Drought, Sales Still Top \$1.2 Million

Reno, NV, July 24, 2014 (GLOBE NEWSWIRE) -- Itronics Inc. (ITRO) reported today its first half 2014 GOLD'n GRO fertilizer sales are down seven percent compared to the first half of 2013. The sales decline is due to the continuing severe drought in the Company's primary marketing area, the Central Valley in California.

First half 2014 GOLD'n GRO fertilizer sales were \$1,254,076 compared to first half 2013 GOLD'n GRO sales of \$1,351,455. "Fortunately, many of our GOLD'n GRO fertilizers are used on high value crops, such as almond trees and wine grapes, and the farmers do not cut back as much on these as they do on lower value crops. Consequently, the first half sales decline wasn't nearly as bad as the severity of the drought would indicate," said Dr. John Whitney, Itronics President.

In early April the Company launched sales of two GOLD'n GRO fertilizers for consumers on Amazon.com. These are GOLD'n GRO 6-3-9+4%S for houseplants, garden vegetables, and flowers and GOLD'n GRO 20-1-7+3%S for lawns, iris and lilies, and vegetables including strawberries and rhubarb. The consumer packages are now being sold through Amazon.com and these sales are expected to increase as consumers become more familiar with GOLD'n GRO fertilizers. The GOLD'n GRO 6-3-9+4%S Two-Pak is proving extremely popular.

About Itronics

Itronics has a long history of environmental achievements, including being named one of the first International Green Heroes in a program sponsored by the British government, and one of the top 10 new technologies in agricultural innovation by Canadian Agri-Retailers. It is a cleantech Company that utilizes science and engineering to create and commercialize recycling, mineral, and nutrient technologies as a "Creative Clean Technology" Company.

Headquartered in Reno, Nevada, Itronics 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 the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

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 at the Company's "e-store" on Amazon.Com at http://www.amazon.com/s/ref=bl_sr_lawn-garden?ie=UTF8&field-brandtextbin+GOLD%27n+GRO&node+2972638011

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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.

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