

Press Release Archives: 07/27/2010

Itronics Reports Second Quarter Silver Sales up 24 Percent

Strong Fertilizer and Silver Markets Driving Growth

RENO, NV--(Marketwire - 07/27/10) - Itronics Inc. (Pinksheets:ITROD - News) reported today that silver sales by its wholly-owned subsidiary, Itronics Metallurgical, Inc., for the second quarter of 2010 were up 24 percent compared to the same period in 2009.

Second quarter silver sales were \$193,200 compared to \$155,200 in the second quarter of 2009. Ounces produced were approximately the same for both quarters, so the increase in sales is directly due to higher silver prices. The average silver price per troy ounce in the second quarter was \$18.32, up 33 percent from \$13.73 per troy ounce in the second quarter of 2009.

"Our silver sales growth in the third quarter is expected to be at least 50 percent and could exceed 100 percent depending on silver prices and the timing of silver settlements," said Dr. John Whitney, Itronics President. The silver captured by Itronics is recovered from spent photo liquids, a highly acclaimed environmentally "Green" and beneficial process. The de-silvered photo liquids are then converted to base liquids for use in manufacturing Itronics' award winning line of GOLD'n GRO liquid fertilizers.

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>

("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.)

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