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Itronics Announces New Web Site for Auric Gold & Minerals, Inc.

RENO, NV--(Marketwire -07/28/11)- Itronics Inc. (Pinksheets: ITRO.PK - News) wholly-owned subsidiary Whitney & Whitney, Inc. reported today that it has developed and published a web site for its majority owned subsidiary Auric Gold & Minerals, Inc. The web site address is www.auricminerals.com.

The web site provides comprehensive information and updates regarding Auric development projects, including the Fulstone project, classified as an IOCG (Iron Oxide Copper Gold) exploration target. The Fulstone project is located within the Yerington Mining District about 90 miles southeast of Reno, Nevada. A detailed description of the Fulstone Project and the Yerington Mining District is provided on the new web site, as is information about mining and recent news releases about the project.

"The price of an ounce of gold is at an all-time high at over \$1,600, up approximately 36 percent from one year ago," said Dr. John Whitney, President. "It is a great time to be in the mining industry."

The Company recently announced that in the first half, 2011 Auric received expressions of interest in its Fulstone Project Iron Oxide Copper Gold project in the Yerington Mining District from three of the world's largest copper mining companies and these inquiries are being followed up. In the second quarter Auric began a new phase of claim staking at the Fulstone Project, which is expanding the project area by more than 45 percent to more than 8,400 acres, approximately 13 square miles, up from approximately 5,780 acres, or 9 square miles. This phase of claim staking is nearly complete.

"Whitney & Whitney, Inc. is excited about the new web site, www.auricminerals.com, and we invite shareholders, and others interested in Auric and the Fulstone project, to visit the site and learn more," Dr. Whitney said. "We believe this project will provide significant benefits for Itronics shareholders in the future."

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. produces GOLD'n GRO liquid fertilizers and silver bullion. Itronics, through its subsidiary Whitney & Whitney, Inc. is developing environmentally compatible mining technology and is now providing project planning and technical services to its mining affiliate Auric Gold & Minerals, Inc. It also 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.

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