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## **Itronics Reports First Half 2015 GOLD'n GRO Fertilizer Sales; Modest Revenue Decline on Increased Volume**

RENO, NV--(Marketwired - Jul 28, 2015) - Itronics Inc. (OTC PINK: ITRO) reported today its first half 2015 GOLD'n GRO fertilizer sales are down 2 percent compared to the same period last year. The volume of fertilizer sold in the first half was up five percent, driven by increased sales of one of the lower priced GOLD'n GRO fertilizers. First half 2015 GOLD'n GRO fertilizer sales were \$1,223,977 compared to first half 2014 GOLD'n GRO sales of \$1,254,217.

"Our distributor has identified a new application for one of the lower priced GOLD'n GRO fertilizers and increased the volume sold," said Itronics President Dr. John Whitney. "The new application is producing positive results and is expected to increase sales going forward."

The Company also has noted that full year GOLD'n GRO fertilizer sales have increased in each of the prior two years as shown in the table below:



"GOLD'n GRO fertilizers provide improved nutrient uptake by the crops so that smaller quantities can be used compared to competing fertilizers and field testing has also demonstrated meaningful crop yield improvement as well. Improvements in yield and environmental compatibility are attractive to the distributor and its customers," said Dr. Whitney. "Weather forecasters are predicting an 'El Nino' rain pattern this fall for the Central Valley of California continuing into next year. If this happens, GOLD'n GRO sales could increase significantly."

### About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company which produces GOLD'n GRO specialty liquid fertilizers and silver bullion. It owns a large Iron Oxide Copper Gold (IOCG) mineral property (the Auric Fulstone Project) in the prolific Yerington Copper Mining District in northwestern Nevada. The Company's goal is to achieve profitable clean technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and use of metals and minerals.

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts more than 99.5 of the spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible waste processing and mining technology. Itronics has received numerous domestic and international awards that recognize its ability to successfully use science and engineering to 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 also 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](http://www.amazon.com/s/ref=bl_sr_lawn-garden?ie=UTF8&field-brandtextbin+GOLD%27n+GRO&node+2972638011) .

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