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Itronics GOLD'n GRO Liquid Fertilizer, an Earth Friendly Product, Produces Significant Increase in Quality of Grapes, a \$2.5 Billion Crop

RENO, Nev.--(BUSINESS WIRE)--July 29, 2002--Itronics Inc. (ITRO - news) today reported that its subsidiary, Itronics Metallurgical, Inc., obtained significant, positive results from a field fertilization trial using GOLD'n GRO fertilizer on table grape vines in southern California.

The application produced an increase in berry weight, the grape clusters proved to be more uniform, and there was at least a five percent increase in the number of boxes of grapes produced. The benefit in value to the grower was more than five times the cost of the GOLD'n GRO fertilizer used to produce the increase. The use of GOLD'n GRO was compared to the grower's normal fertilization program.

"These results are very promising and validate quality improvement being observed by several growers who are using the product this year," said Dr. John Whitney, Itronics President. "GOLD'n GRO Zinc, which was used in this trial, is also being used for fertilization of table grapes and wine grapes at vineyards in the central valley of California and on wine grape vineyards in the central coast grape growing area of California."

Another Itronics' product, GOLD'n GRO Iron, is in its fourth year of expanding usage on wine grape vines in the central coast growing area where it is being successfully used to prevent or correct chlorosis, a common problem in this crop. Field trial work with a major university is in its third year in the Napa Valley grape growing area in California. The objective of this work is to determine if GOLD'n GRO fertilizer products improve the health of the grape vines through improved nutrition.

According to U.S. Department of Agricultural Statistics, California is a leading producer of all varieties of grapes with more than 850,000 acres in production in 2001. Nationally the grape crop has a value of approximately \$2.5 billion.

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These liquid fertilizers, which can also be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com>.

Itronics Inc. is one of Nevada's leading process technology development companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it specializes in recycling technology development, photobyproduct recycling, silver refining, and technical services for the mining and recycling industries. Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies.

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(The statements in this news release that are not historical facts or statements of current status are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995 that involve risk and uncertainties. Actual results may differ materially.)