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Itronics Reports Positive Gross Profit in Second Quarter, Key Milestone Is First in Company's History

RENO, Nev., Aug. 14 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that its total sales increased 19 percent in the second quarter ended June 30, 2003 compared to the same period last year and that the Company achieved a gross profit on a consolidated basis during the second quarter for the first time in its history.

"It is very significant that we can report that for the first time since our photochemical recycling plant went on-line in April 2000, the Company's sales have covered all of the direct costs of the photochemical collection services and solution processing, GOLD'n GRO liquid fertilizer manufacturing, and other expenses," said Dr. John Whitney, Itronics President. "GOLD'n GRO fertilizer sales were up 44 percent over comparable sales in the prior year's second quarter."

The Company previously stated that it believes it has now identified and established GOLD'n GRO bulk products that have large enough markets to provide the growth in sales volumes needed for Itronics to achieve profitability within the next 12 to 24 months. The creation of a new systemic fertilizer/deer repellent product line to be sold under the trademark GOLD'n GRO GUARDIAN and a sales agreement for national market development further improves the likelihood of achieving profitability.

Itronics has explained that profitability will be achieved in stages, first at the gross profit level, then positive operating income, and finally net income. "Achieving a positive gross profit in the second quarter is an important milestone on the path to profitability," Dr. Whitney said.

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 used photoliquids and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These earth friendly liquid fertilizers, which can 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 companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products, recovers, refines, and sells silver, and provides project planning and technical services to the mining industry. Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and has become 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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(Statements in this press release may constitute forward-looking statements and are subject to numerous risks and uncertainties, including the failure to complete successfully the development of new or enhanced products, the Company's future capital needs, the lack of market demand for any new or enhanced products the Company may develop, any actions by the Company's partners that may be adverse to the Company, the success of competitive products, other economic factors affecting the Company and its markets, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The actual results may differ materially from those contained in this press release. The Company disclaims any obligation to update any statements in this press release.)

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