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Itronics' GOLD'n GRO Fertilizer Sales Up 316 Percent for the First Eight Months of 2002 -- Photochemical Service Revenues Expected To Increase 100 Percent In Third Quarter

RENO, Nev.--(BUSINESS WIRE)--Sept. 10, 2002--Itronics Inc. (ITRO - news) today reported that GOLD'n GRO fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., increased 316 percent in the first eight months of 2002 compared to the same period last year. The successful delivery of five vacuum water recovery units under a Department of Defense contract during the third quarter will increase photochemical service revenues, which includes the sale of these recovery units, by more than 100 percent compared to the third quarter in 2001.

"GOLD'n GRO sales continued to grow in August, typically a slow month for fertilizer sales. Excellent positive feedback is being received from our broadened GOLD'n GRO customer base and our distribution network anticipates that GOLD'n GRO sales will continue to rapidly expand," said Dr. Whitney.

"Fertilizer sales are now reaching a level that will begin to drive expansion of photochemical services, which include collection of photochemical concentrates and the sale of vacuum water recovery units, and silver sales, which include silver recovery from photochemical concentrates and silver refining. As this growth continues, total sales are expected to continue expanding in a meaningful way," Dr. Whitney emphasized.

The delivery of five vacuum water recovery units to the Department of Defense in August continues to expand the Company's "Beneficial Use Photochemical and Water Recycling" service and provides nationwide sourcing of photochemical concentrates for use in manufacturing GOLD'n GRO liquid fertilizer products. Customers using this technology under a licensing and manufacturing agreement with Itronics Metallurgical will be able to recover and recycle 80 percent of the water used in photochemical processing. Itronics Metallurgical will be able to collect the photochemical concentrates for use as raw materials in GOLD'n GRO fertilizer manufacturing. Our customers will be able to completely discontinue the discharge of liquid photochemical waste into the local sewer system.

Itronics Metallurgical sells its earth friendly GOLD'n GRO liquid fertilizer, which can also be used for lawns and houseplants, and its popular Silver Nevada Miner bars, a souvenir of the Silver State, through its shopping cart catalog at the Company's web site <http://www.itronics.com>.

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.

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 award in the chemical process industries worldwide.

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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.)