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**Itronics GOLD'n GRO GUARDIAN, A Deer and Rabbit Repellent and Fertilizer Product for Professional Landscapers, Is Approved for Use by The North American Deer Management Network**

RENO, Nev., Sept. 25 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that its subsidiary, Itronics Metallurgical, Inc., in association with The North American Deer Management Network LLC, has completed field testing its new deer and rabbit repellent/fertilizer for use by professional landscape maintenance companies. The product line, which is being developed under the trademark GOLD'n GRO GUARDIAN, has now been approved for use by the members of The North American Management Network LLC in their landscape maintenance programs.

The damage done to crops and landscaping by deer and rabbits is a multi-million dollar problem nationwide. The new GOLD'n GRO GUARDIAN products will repel, but not harm, the animals, and will significantly assist the growth of the plants. In the north central and northeastern United States these animals do millions of dollars worth of damage each year to trees, shrubs, and ornamentals at homes and commercial facilities, and this is rapidly becoming an urban and suburban problem throughout the nation.

Howland S. Green, President of Holly Ridge Nursery Company ( <http://www.hollyridgeonline.com/> ), West Kingston, Rhode Island, the founding member of The North American Deer Management Network ( <http://www.deerproofing.com/> ), and developer of Mir-Repel, a successful systemic deer and rabbit repellent, is managing development of the new product line.

"I am pleased to announce that GOLD'n GRO GUARDIAN has been released for use by The North American Deer Management Network in the spring and summer 'Growing Season' landscape protection program," said Mr. Green. "Extensive use of this product over the last 5 months proves that GOLD'n GRO GUARDIAN will be a very effective and integral part of our professional management protocol. Application Contractors in the states of Rhode Island, New York, New Jersey, Delaware, Maryland, Connecticut and Massachusetts have completed successful trials and all report excellent repellent and fertilization characteristics as well as ease of use."

"Trial results have been very successful, with the treated plants maintaining their animal repellent characteristics for 8 to 12 weeks," said Mr. Green. "The fertilization response has also been excellent with the companies that participated in the trials now beginning to use the product in their on-going landscape maintenance programs."

GOLD'n GRO GUARDIAN is being provided in a combination package, with the GOLD'n GRO fertilizer and the Mir-Repel in separately labeled packages. Detailed mixing and application instructions are included. This allows the professional applicator to mix the product to the strength needed to meet local conditions. "GOLD'n GRO GUARDIAN will have a positive impact on our sales next year," said Dr. John Whitney, President of Itronics. "The North American Deer Management Network has more than 100 members with some 12,000 customers who will be introduced to GOLD'n GRO GUARDIAN and GOLD'n GRO products over the next several months.

Holly Ridge Nursery & Landscape Company ( <http://www.hollyridgeonline.com/> ), based in West Kingston, Rhode Island, is the founding member of The North American Deer Management Network ( <http://www.deerproofing.com/> ). This network is a rapidly expanding consortium of more than 100 green companies (nurseries, farms, landscape construction companies) throughout the United States engaged in the business of protecting crops and ornamental plantings from costly deer and rabbit browse. With over 12,000 properties under management through its franchised members, the organization serves a growing clientele of homeowners and institutions that share this developing problem.

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, and animal repellent/fertilizer products under the trademark GOLD'n GRO GUARDIAN. 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 and GOLD'n GRO GUARDIAN animal repellent/fertilizer products, recovers, refines, and sells silver, manufactures a line of photochemical silver concentrators, 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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