

Press Release Archives: 10/07/2008

### **Itronics Reports Three More States Register GOLD'n GRO Guardian Deer Repellent; Environmentally Green Product**

RENO, NV--(MARKET WIRE)--Oct 7, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) today reported that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has received GOLD'n GRO Guardian registration in three more states, Alabama, Delaware, and Pennsylvania, bringing the number of states in which GOLD'n GRO Guardian is registered to ten. Registration is pending in New York.

Itronics Metallurgical received an amended GOLD'n GRO Guardian Deer Repellent label which provides for use in a spray tank mix with GOLD'n GRO 8-8-8+4% S liquid fertilizer. When the GOLD'n GRO Guardian Deer Repellent is used with GOLD'n GRO fertilizer in a spray tank mix, the treatment fertilizes the plants and becomes systemic, meaning the repelling characteristics are absorbed into the treated plants and will not wash off in rain. In experimental treatments, the repelling characteristics lasted up to 3 months and in late fall test applications, the treatment lasted during the winter. The amended label makes it possible for GOLD'n GRO Guardian customers to receive the dual benefit of fertilization and systemic deer repellency.

Several shipments of one-gallon spray kits have been made to qualified Landscape Maintenance businesses that are licensed for spraying pesticides in states where GOLD'n GRO Guardian Deer Repellent is registered. Reports from trials underway indicate the spray applications work well. In one trial the leaves of sprayed and unsprayed trees were tested about two weeks after application and the leaves of the sprayed trees were appropriately bitter. In another trial the customer reported satisfaction with the first application and is purchasing more spray kits. In a third trial, the customer reported no evidence of deer damage in the third week after application and has ordered more spray kits to expand its evaluation and testing program.

In one field trial the customer was able to measure the area covered compared to the label recommendation, which is to "spray the plants to wet the leaves, but not to run off." After some practice, the spray covered about three times the area stated on the label. About two weeks after the application the leaves of sprayed plants were suitably bitter and distasteful to humans. No deer damage was noted, but the trial plots need to be observed for two to three months to complete the evaluation. If test results prove out, the effectiveness of GOLD'n GRO Guardian will be several times greater than the leading deer repellent.

Itronics Metallurgical also announced it is offering a 20-gallon spray kit as well as a one-gallon spray kit. The current focus of sales development is to establish relationships with Landscape Maintenance companies that have licensed spray application capabilities and experience, and are in those states in which the GOLD'n GRO Guardian Deer Repellent is registered. These companies will be able to quickly get customer applications started once they have evaluated the GOLD'n GRO Guardian Deer Repellent. Itronics Metallurgical has now completed registration of GOLD'n GRO Guardian Deer Repellent in Nevada, Utah, Colorado, Alabama, Delaware, Maryland, Massachusetts, New Jersey, Pennsylvania, and Rhode Island. The northeastern states are where the problem of deer damage in suburban areas is most severe.

"Itronics' on-going growth is a result of years of research and development that has made its innovative vertically integrated photochemical recycling technology that completely converts the waste stream to pure silver, and its high quality GOLD'n GRO brand of environmentally compatible fertilizers a success. GOLD'n GRO Guardian Deer Repellent is a direct extension of the GOLD'n GRO technology and opens up a large new, rapidly growing, market segment for the Company," said Dr. John Whitney, President.

#### About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company. Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company also provides environmentally compatible mining technology development, project planning, and technical services to the gold mining industry and operates the popular InsideMetals.com web site, <http://www.insidemetals.com> which provides a value-added WORLD VIEW of Gold Producer Stocks, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully 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 be used for lawns and houseplants, and are available, along with liquid fertilizer injectors, at the Company's "e-store" catalog at <http://goldngro.com>. The popular Silver Nevada Miner bars are available at the Company's "e-store" catalog at <http://www.itromet.com>.

VISIT OUR WEB SITE: <http://www.itronics.com>

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Source: Itronics Inc.