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Itronics' GOLD'n GRO Liquid Fertilizer Sales Up 278 Percent in First Nine Months of 2002; Photochemical Services Revenues Up 110 Percent in Third Quarter

RENO, Nev.--(BUSINESS WIRE)--Oct. 15, 2002--Itronics Inc. (ITRO - news) today announced that GOLD'n GRO fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., increased 278 percent in the first nine months of 2002 compared to the same period last year. Also during the third quarter, completion of a Department of Defense contract helped to increase photochemical services revenues by 110 percent compared to the same period in 2001.

"Photochemical recycling revenues are more than double technical service revenues this year for the first time in our history," said Dr. John Whitney, Itronics' President. "This welcome development demonstrates the strength of our proprietary metallurgical and fertilizer chemistry technologies and this maturation provides a strong foundation for continued growth.

"In September Itronics Metallurgical completed its first full year of sales of GOLD'n GRO 9-0-1 +7% Zinc. The successful introduction of this product, used in major horticultural and agricultural markets, plus other new GOLD'n GRO products, is expected to continue to drive sales growth for our fertilizer segment," Dr. Whitney said. "The strong fertilizer sales growth will, we anticipate, drive our photochemical services and silver sales."

Itronics' President also emphasized that the increase in the price of gold continuing this quarter is generating renewed interest in gold projects throughout the Western U.S. "This is expected to create new technical service opportunities for our technical services subsidiary, Whitney & Whitney, Inc. In fact, we have already begun work on a major new project that we expect to continue well into 2003," Dr. Whitney said.

"The new opportunities for our technical services mean that all four of the Company's sales segments should experience growth in the coming year. Itronics has made the successful transition from a research and development company to a technology based recycling and manufacturing company with exciting growth opportunities ahead," said Dr. Whitney. "Our proprietary technologies and demonstrated expertise are now maturing and provide a strong foundation for continued growth."

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 earth friendly 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 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.)