

Press Release Archives: 10/23/2000

Dr. John Whitney, Itronics President, Honored as Nevada Inventor of the Year and Inducted in State's Hall of Fame

RENO, Nev.--(BUSINESS WIRE)--Oct. 23, 2000 - Dr. John Whitney, President of Itronics Inc. (OTC BB: ITRO), will be honored this week at a luncheon on Wednesday, October 25, as Nevada's Inventor of the Year and Dr. Whitney will be inducted on Thursday, October 26, into the Inventor's Hall of Fame at the University of Nevada, Reno.

The Wednesday luncheon at the Reno Hilton will feature Nevada's Governor Kenny C. Guinn and Lieutenant Governor Lorraine T. Hunt. "It is a real pleasure to include recognition of your worldwide patents and the contributions you have made to the mining industry and the preservation of the environment," Gov. Guinn said, in a letter of congratulations to Dr. Whitney. The Thursday induction will occur at a luncheon at the College of Engineering at the University of Nevada, Reno.

Dr. Whitney began his environmental work in Nevada in 1986, when he was contacted by the cities of Reno and Sparks to assist in solving problems in the Truckee River, which Dr. Whitney determined was caused by silver from photowastes being dumped into the river. This led Dr. Whitney to begin a 12-year, \$6 million privately-funded research effort to create a proprietary method to extract essentially all the silver from photowastes and to convert the resulting demetallized liquid into a line of environmentally beneficial liquid fertilizers. The multinutrient fertilizers are currently sold to major horticultural operations and golf courses in the West under the tradename Gold'n Gro by Itronics Metallurgical, Inc., a wholly owned subsidiary of Itronics.

"Photographic wastes total more than 100 million gallons annually in the U.S., a major potential environmental concern, for which we have found a win-win solution," said Dr. Whitney. "I am pleased by the recognition we are receiving for our achievements. We are encouraged that our new plant in Stead now is producing liquid fertilizers which are of significant benefit to our environment."

Dr. Whitney received his Ph.D. in Mineral Economics from The Pennsylvania State University and graduate and undergraduate degrees in Mineralogy and Geology from the University of Nebraska. Dr. Whitney has analyzed Alaskan mineral issues for Congress and has served as a consultant for various governmental agencies and numerous mining companies. He is a world renowned expert in metal and material resource economics and has taught and written extensively on these topics. Itronics' other wholly owned subsidiary, Whitney & Whitney, Inc., has initiated a long term research project to replace the use of cyanide, which has potential harmful effects on the environment, with a safer technology to extract metals from silver/gold and gold/copper ores.

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, photochemical recycling, silver refining, fertilizer manufacturing, and technical services for the mining and recycling industries. Dr. John Whitney, Itronics President, has been selected as Nevada's Inventor of the Year for 2000 and will become a member of the Inventor's Hall of Fame at the University of Nevada, Reno.

VISIT ITRONICS' WEB SITE: WWW.ITRONICS.COM

(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.)