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***Itronics Third Quarter 2016 GOLD'n GRO Fertilizer Sales up 17 Percent***

RENO, NV--(Marketwired - October 24, 2016) - Itronics Inc. (OTC PINK: ITRO) reported today its third quarter 2016 GOLD'n GRO fertilizer sales were up 17 percent compared to the prior year period.

The sales increase in the third quarter is partially a result of new application development by the Company's fertilizer distributor in California. Trucking delays prevented deliveries of additional orders that would have increased third quarter sales almost twenty percent more compared to the prior year. These deliveries will be reported in the fourth quarter.

The Company's GOLD'n GRO fertilizers are strongly supported by our distributor's retail branches that have been long term sellers of the fertilizers. They are profitable for both the distributor and its grower customers due to their ability to increase micronutrient uptake by the crops, especially tree crops. Increased micronutrient uptake by the plants from the soil, including trees and vines, produces meaningful improvement in crop quality and yield.

For more information about GOLD'n GRO fertilizers, visit Itronics' website, or call 1-800-368-1865.

**About Itronics**

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Green Technology" Company which produces GOLD'n GRO specialty liquid fertilizers, silver bullion, and silver-bearing glass.

Itronics has received numerous domestic and international awards that recognize its ability to successfully use chemical science and engineering to create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly award winning GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available at the Company's "e-store" on Amazon.com at [http://www.amazon.com/s/ref=bl\\_sr\\_lawn-garden?ie=UTF8&field-brandtextbin=GOLD%27n+GRO&node=2972638011](http://www.amazon.com/s/ref=bl_sr_lawn-garden?ie=UTF8&field-brandtextbin=GOLD%27n+GRO&node=2972638011).

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