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Itronics Reports First Nine Months 2015 GOLD'n GRO Fertilizer Sales Volume Increase; Revenues Down Slightly

RENO, NV--(Marketwired - October 29, 2015) - Itronics Inc. (OTC PINK: ITRO) reported today its first nine month's 2015 GOLD'n GRO fertilizer sales are \$1,411, 988, down three percent compared to the same period last year. The volume of fertilizer sold in the first nine months is up three percent, driven by increased sales of one of the lower priced GOLD'n GRO fertilizers.

"Our distributor has identified new applications for one of the lower priced GOLD'n GRO fertilizers and this increased the volume sold year to date," said Itronics President Dr. John Whitney. "The new applications are working well in the field and are expected to drive sales growth going forward."

GOLD'n GRO multi-nutrient zinc fertilizers provide improved soil nutrient bioavailability which increases nutrient uptake by the crops so that smaller quantities of fertilizer can be used compared to competing fertilizers. Over the years field testing has also demonstrated meaningful crop yield improvement using Itronics' fertilizers.

GOLD'n GRO fertilizers are well-known for being environmentally beneficial. Improved nutrient metal uptake by the crops means that residual nutrient metal buildup in the soil is nearly eliminated. Applying smaller amounts of fertilizer reduces risk of fertilizer run-off and ground water contamination.

"Improvements in yield and soil nutrient bioavailability are attractive to our distributor and our customers," said Dr. John Whitney, Itronics President. "GOLD'n GRO is a truly 'Green' line of fertilizers due the innovative recycling technology used in manufacturing and the improvement to the crops and the environment caused by using these fertilizers."

Information about GOLD'n GRO fertilizers is available on its website at www.goldngro.com or by calling 1-800-368-1865.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company which produces GOLD'n GRO specialty liquid fertilizers and silver bullion. It owns a large Iron Oxide Copper Gold (IOCG) mineral property (the Auric Fulstone Project) in the prolific Yerington Copper Mining District in northwestern Nevada. The Company's goal is to achieve profitable clean technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and use of metals and minerals and this maximizes sustainability.

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts 100 percent of the spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible waste processing and mining technology. Itronics has received numerous domestic and international awards that recognize its ability to successfully use science and engineering to 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 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.

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

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