

Press Release Archives: 10/31/2007

### **Itronics Files GOLD'n GRO Guardian Deer Repellent Registration Application With U.S. Environmental Protection Agency**

RENO, Nev., Oct. 31 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) today reported that its wholly-owned subsidiary Itronics Metallurgical, Inc. has filed an application to register GOLD'n GRO Guardian deer repellent with the U.S. Environmental Protection Agency (EPA).

The Company has been informed by its registration consultants that it is on schedule to complete the registration of GOLD'n GRO Guardian deer repellent during the first quarter of 2008. Plans are being finalized for manufacturing, marketing, and the sales launch in the second quarter 2008.

"Itronics' continuing growth is a result of years of research and development that has made the GOLD'n GRO brand of environmentally compatible fertilizers a success. The GOLD'n GRO Guardian registration, and subsequent manufacturing and sales, will expand the GOLD'n GRO brand into another important multi-million dollar market segment, which will further broaden the customer base and increase revenues for the Company," said Dr. John Whitney, Itronics President.

#### About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. The environmentally friendly liquid fertilizers can be used for lawns and houseplants, and are available, along with GOLD'n GRO 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>.

Headquartered in Reno, Nevada, Itronics is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides mine development 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 and Junior Gold Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

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("Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains or may contain forward-looking statements such as statements regarding the Company's growth and profitability, growth strategy, liquidity and access to public markets, operating expense reduction, and trends in the industry in which the Company operates. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements to reflect actual results, changes in risks, uncertainties or assumptions underlying or affecting such statements, or for prospective events that may have a retroactive effect.)

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Source: Itronics Inc.