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Itronics Begins GOLD'n GRO Guardian Liquid Deer Repellent Fertilizer Registration Process; Unique Product for Key Growing Problem

- Deer Do Billions in Damage Annually in U.S. -

RENO, Nev., Dec. 7 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) announced today that its wholly owned subsidiary, Itronics Metallurgical, Inc., will immediately begin the process of registering its new GOLD'n GRO Guardian deer repellent fertilizer with the U.S. Environmental Protection Agency (EPA).

Itronics previously stated in a press release that "during the second half of 2005 and through the third quarter of 2006 the Company has been performing research to produce a stable GOLD'n GRO Guardian liquid deer repellent fertilizer mix." A number of technical challenges have been overcome and the product formulation is now perfected.

GOLD'n GRO Guardian deer repellent fertilizer will be registered as a biopesticide for use on ornamental landscape plants and shrubs, lawns, flower gardens, golf courses, non-bearing trees and vines, and by nursery growers of non-food plants.

Several milestones must be met as part of the EPA registration process including (1) creating a draft label, (2) defining and completing tests required based upon claims being made in the draft label, and (3) filing the Registration Application and monitoring its progress through the review process. Completion of these steps could take 12 months or more.

Itronics' goal is to complete the registration process so that sales in some of the northern and eastern states where deer damage is most prevalent can be launched in the first quarter of 2008. "GOLD'n GRO Guardian was developed as a result of a cooperative effort with the North American Deer Management Network, LLC," said Dr. John Whitney, Itronics President. "Field trials have shown the product to be effective as both a fertilizer and a repellent when sprayed on plants, and when put into the water used to water plants. Deer repelling effectiveness was shown to last up to three months after application."

The GOLD'n GRO Guardian repels deer without harming them while it also improves the growth of the fertilized plants. Two important product features are made possible by Itronics' "Advanced Plant Nutrient Technology." The treatment is systemic, which means that the repelling characteristics are taken into the plant and do not wash off when it rains, and field tests have shown that plants that are treated in the fall will retain their repelling characteristics during the winter, a major benefit.

The national annual market for deer repellent products is growing rapidly and is estimated to exceed \$50 million. Itronics believes that product margins for the product provide the potential for relatively rapid payback of the dollars invested in product development and registration. Deer repellents currently being offered are topical and treatment typically lasts only a short time. Itronics believes that there is a substantial market niche for its GOLD'n GRO Guardian liquid deer repellent fertilizer.

Deer damage in the United States is a large and growing problem. According to a report by Cornell Cooperative Extension, Ithaca, N.Y., the deer population has grown from 500,000 nationwide in the early 1900's to more than 15 million today. Annual estimates of deer damage are reported to exceed \$2 billion nationwide, including more than \$100 million in agricultural crop damage, and more than \$250 million in damage to metropolitan households, including landscape plantings.

Dr. Whitney stressed that Itronics is meeting its goals including expanding GOLD'n GRO liquid fertilizer sales and silver sales; increasing the number of photowaste services customers to expand photochemical raw material supply; registering GOLD'n GRO Guardian liquid deer repellent fertilizer; and continuing to acquire financing to support growth. All of this is being implemented pursuant to Itronics' eight-part, five-year business plan that was summarized in a press release on June 3, 2005.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, 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 Inc. is a "Creative Environmental Technology" company and a world leader in

photochemical recycling. The Company also provides project planning and technical services to the mining industry and operates the global Gold Producing Stocks web site, <http://www.insidemetals.com> .

Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England in September 2005. Itronics was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world and the International Green Hero award in 2006 for its leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator." 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.

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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.)

Source: Itronics Inc.