

Press Release Archives: 12/08/2009

Itronics Projects 100 Percent Increase in 2009 Fourth Quarter GOLD'n GRO Fertilizer Sales

Itronics' Environmentally Green Technologies Driving Strong Growth

RENO, NV, Dec 08, 2009 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) announced today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., is reporting that GOLD'n GRO fertilizer sales in the fourth quarter through November 30, plus its December orders, exceed total fertilizer sales in the fourth quarter of 2008 by more than 100 percent.

GOLD'n GRO fertilizer sales for the fourth quarter of 2009 are projected to exceed \$440,000, an approximate 101 percent increase over fourth quarter 2008 sales of \$219,000. "This will be the best December, and the best fourth quarter, for fertilizer sales in the Company's history," said Dr. John Whitney, Itronics President.

"Doubling of fourth quarter sales indicates the effectiveness of our fertilizer. This strong growth in demand for the GOLD'n GRO fertilizers is occurring even while California farming, our largest customer base, is negatively affected by water shortages," said Dr. Whitney. "We expect to continue this strong upward fertilizer sales trend in California, and elsewhere, in 2010."

Itronics, through its subsidiary Itronics Metallurgical, is the inventor and operator of award winning recycling technology that converts spent photographic liquids into pure silver and GOLD'n GRO fertilizers. Commercialization of this technology has created a "Green Consumer Option" for photo and X-ray processors and "Green fertilizers" for horticulture and agriculture. The fertilizers incorporate the "essence" of green because of how they are sourced and because of their excellent performance in the field.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company with a fully permitted "Beneficial Use photochemical, Silver, and Water Recycling" plant in the United States that converts spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology, provides project planning and technical 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, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks.

Itronics has received numerous domestic and international awards that recognize its ability to successfully 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, along with 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>.

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

("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.

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Retail: E-Commerce

Manufacturing and Production: Mining and Metals

Professional Services: Engineering

Lifestyle and Leisure: Home and Garden