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Itronics Triples Silver Recovery Capacity at its GOLD'n GRO Liquid Fertilizer Manufacturing Plant in Reno, Nevada

RENO, Nev., Jan. 4 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that its subsidiary, Itronics Metallurgical, Inc., has installed a new photochemical silver concentrator and a new silver filtration system as part of a major expansion in silver production capacity at its GOLD'n GRO liquid fertilizer manufacturing plant in Reno, Nevada. The Company's silver production capacity is being increased from about 20,000 troy ounces to 60,000 troy ounces annually. Silver currently sells for approximately \$9 per troy ounce.

"This increase in photochemical processing and silver recovery capacity is necessary to support expanding sales of GOLD'n GRO chelated liquid multinutrient fertilizers," said Dr. John Whitney, Itronics President.

The new photochemical silver concentrator doubles the plant's capacity to produce photochemical silver concentrate and distilled water for use in GOLD'n GRO liquid fertilizer manufacturing. The new filtration system replaces the existing system and provides a minimum 5 times increase in silver filtration capacity. An additional melting furnace is being purchased and is expected to be installed in early February. Filter cake drying capacity is also being increased. All of these changes are expected to be completed by mid-February.

"Incremental expansion of the Reno manufacturing plant is being done as part of the implementation of our eight part growth strategy which we summarized in a press release on June 3, 2005. Capital cost for the expansion is budgeted at \$120,000 and the funds are being provided by the financing announced in July, 2005," said Dr. Whitney. "Growth in silver sales is driven by the ongoing growth in GOLD'n GRO liquid fertilizer sales, which are expected to significantly increase in 2006."

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 Internet Information Portal, <http://www.insidemetals.com>. 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. 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.

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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.