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Itronics' 2015 Fourth Quarter GOLD'n GRO Fertilizer Sales Increased 26 Percent; Full Year Fertilizer Sales up

RENO, NV--(Marketwired - January 07, 2016) - Itronics Inc. (OTC PINK: ITRO), a diversified liquid fertilizer and silver producer and developer of unique hazardous waste recycling technologies in mining and other industries, today reported 2015 fourth quarter and full year GOLD'n GRO fertilizer sales. Fourth quarter GOLD'n GRO fertilizer sales increased 26 percent compared to the prior year period. Full year sales increased one percent.

Total GOLD'n GRO fertilizer sales for the fourth quarter ended December 31, 2015 were \$322,559 compared to \$255,869 in the same period in 2014, a 26 percent increase. Total GOLD'n GRO fertilizer sales for 2015 were \$1,734,547 compared to \$1,712,322 in 2014. Full year total sales for Itronics will be reported in February.

"The outlook for 2016 sales is for continued improvement following the significant growth in the 2015 fourth quarter. If there is heavy rain or snow in California in the first quarter, as predicted, GOLD'n GRO full year sales could increase significantly," said Dr. John Whitney, Itronics President. "The Company's early fill program continues to be well received by our distributor. We are filling and shipping these orders, providing a good start for the year."

Itronics is continuing to work with its distributor to expand GOLD'n GRO sales into Southern California and Arizona and is continuing to support field trials to develop new crop applications which are now producing sales growth in established markets.

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. Within the Auric Fulstone project area, the Company has discovered surface high grade zinc, lead, and silver mineralization that contains anomalous molybdenum in a large area that is geochemically anomalous for zinc. It has also discovered high grade copper mineralization that contains anomalous gold and molybdenum in a separate area that is anomalous for copper. 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, by doing this, maximize 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 silver bullion, silver bearing glass, 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. The products 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

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