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***Itronics 2013 Fourth Quarter Gold'n Gro Fertilizer Sales Increases 20 Percent; Full Year Gold'n Gro Fertilizer Sales Increases 8 Percent***

RENO, NV--(Marketwired - Jan 9, 2014) - Itronics Inc. (PINKSHEETS: ITRO), a growing and diversified fertilizer, silver, and minerals producer, today reported 2013 fourth quarter and full year GOLD'n GRO fertilizer sales, which are the driver for the Company's growth. Fourth quarter GOLD'n GRO fertilizer sales increased 20 percent and full year sales increased 8 percent compared to the prior year totals.

The Company reported that for the fourth quarter ended December 31, 2013, Total Sales were \$287,804 compared to \$240,348 in the 2012 fourth quarter, a 20 percent increase. Total Sales for the full year 2013 were \$1,696,846 compared to \$1,567,240 in the same period in 2012, an 8 percent increase. Full year total sales will be reported in February.

Itronics is continuing to work with its distributor to expand GOLD'n GRO sales into Southern California and Arizona, and will continue to perform field trials to develop new crop applications in markets where sales are already established and in new markets.

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, and is developing the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

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>. Its 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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