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Itronics' GOLD'n GRO Liquid Fertilizer Named One of Top 10 New Agricultural Technologies

RENO, Nev., Jan. 17 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today its GOLD'n GRO liquid fertilizer has been named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its monthly publication "Communicator."

The award to Itronics says: "From Lab to Ground. Itronics Inc. -- the world's first and only photochemical recycling company -- introduces GOLD'n GRO fertilizer, proving that the power of soil-destroying waste liquids can be harnessed to develop a product that helps growers."

An article in the December 2005 edition of the publication tells the story of the founding and development of Itronics. "It took us 15 years to go from concept to having a proven line of field-demonstrated products that are effective and agronomically beneficial," Dr. John Whitney, Itronics President, is quoted in the article. "The photochemical manufacturers didn't think it could be done."

The base of GOLD'n GRO fertilizer is a mixture of thiosulfates and chelates from which the non-nutrient metals have been removed, the article explains. When combined with normally-applied nitrogen, phosphate, potassium and other essential nutrients, the base liquid helps plant roots to better feed off the soil. In 2004, an estimated 600,000 acres of cotton, vegetables, fruit and nut trees and wine and table grapes were fertilized with the GOLD'n GRO line of chelated liquid fertilizers.

Dr. Whitney said the company is pleased by the recognition from Canada. "It's a tremendous vote of confidence in the quality and viability of the technology that we've created."

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 an "Environmental Ag 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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Source: Itronics Inc.