

Press Release Archives: 01/18/2011

Itronics Ships GOLD'n GRO Liquid Fertilizers to California -- Between Reno and California Snowstorms

Shipments Being Driven by Customer Demand for Environmentally Green Fertilizer

RENO, NV--(Marketwire - 01/18/11) - Itronics Inc. (Pinksheets:ITRO - News) announced today that its wholly-owned subsidiary, Itronics Metallurgical, Inc. has, since November 2010, been shipping GOLD'n GRO liquid fertilizer between area snowstorms that are warming the hearts of ski enthusiasts but making transportation difficult.

Fertilizer orders received in the fourth quarter of 2010, including one right after January 1, 2011, were up 5 percent compared to the 2009 fourth quarter. Fall season orders were later than in 2009 due to the late harvest in California and early onset of fall rain and snow. Because of this, the company ended the year with a back log of orders which are being delivered in January.

"The main fertilizer being shipped is GOLD'n GRO 9-0-1 + 7% Zn," said Dr. John Whitney, Itronics President. "The GOLD'n GRO chelated micro-nutrient fertilizers, which include GOLD'n GRO 9-0-1 +7% Zn, have an unusually low freeze point, from about 5 degrees Fahrenheit down to less than -20 degrees Fahrenheit. Itronics' advanced technology makes it possible to ship the liquid micro-nutrient fertilizers in the winter without incurring freeze damage and is an important benefit for our northern Nevada manufacturing location."

"The Company's outlook for GOLD'n GRO fertilizer sales in 2011 is positive," Dr. Whitney said. "Water conditions in California are very good and farmers are enjoying higher crop prices. This is setting the stage for strong sales increases in the 2011 spring season."

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company. 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 used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. Through its subsidiary Whitney & Whitney, Inc., the Company is now providing project planning and technical services to its partially owned affiliate Auric Gold & Minerals on its Iron Oxide Copper Gold Fulstone Project 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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