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Itronics Announces Discovery of Surface High Grade Zinc-Lead-Silver Mineralization at Its Auric Fulstone Copper Gold Project

RENO, NV--(Marketwired - Jan 20, 2015) - Itronics Inc. (OTC PINK: ITRO), a diversified liquid fertilizer and silver producer and developer of unique technologies in the mining and other industries, today announced that its subsidiary, Whitney & Whitney, Inc., has identified surface high grade zinc-lead-silver mineralization at its Auric Gold & Minerals Fulstone copper-gold exploration project in Nevada. The presence of zinc, lead, and silver is consistent with other major copper deposits that have been found and developed in the United States, Canada, and Mexico.

Discovery of the potential for significant zinc, lead, and silver mineralization at the Fulstone Iron Oxide Copper Gold project, which is located in the Yerington Mining District, increases the attractiveness of the project by adding potentially significant near surface zinc, lead, and silver values to the over-all copper and gold values that are anticipated to be found as the project is explored.

"Whitney & Whitney is studying some of the anomalous geochemistry and geophysics at the Fulstone Project," said Dr. John Whitney, Itronics President. "There is a large area that is anomalous for zinc which straddles a major fault and is over the top of one of our best geophysical anomalies. Samples were taken at two separate locations to determine if indications of potentially economic near surface zinc mineralization are present."

The sample locations were about 5,000 feet distance from each other within the zinc anomaly along the fault. The rocks at both locations are similar and have proven often to be favorable host rocks for zinc, lead, and silver at other mining districts.

One outcrop sample taken at the first location contained 27.0 percent zinc, 1.3 percent lead, and 1.2 ounces of silver per ton. Another grab sample taken from the same outcrop about 300 feet from the first sample contained 26.2 percent zinc, 2.1 percent lead, 0.6 ounces of silver per ton, 0.13 percent copper and a trace of gold. The samples also contain anomalous molybdenum. The unusually high zinc content of this set of samples was not expected based on an examination of the surface geology. Rock with this high zinc, lead, and silver content is an economic bonanza if enough tonnage can be identified by future detailed drilling.

One outcrop sample taken at the second location contained, 10.6 percent zinc, 1.8 percent lead, and 0.35 ounces of silver per ton. Another grab sample taken from another outcrop about 200 feet from the first sample contained 2.0 percent zinc, 2.5 percent lead, and 1.33 ounces of silver per ton. The samples contain anomalous molybdenum. The zinc, lead and silver content of these samples could be economically attractive if future drilling can identify sufficient near surface tonnage to make mining worthwhile.

Because of the favorable geology, geochemistry, and geophysics at the two sample locations and along the fault line between the two sample locations, the Company believes there is potential for a large tonnage of near surface high grade zinc-lead-silver mineralization. Additional detailed sampling, geological mapping, and geophysics studies need to be completed to further delineate this anomalous area and to provide the information to support drilling. The Company plans to do further mapping and sampling in this anomalous area as funds permit.

The market prices for zinc, lead, silver, copper and gold are expected to stay strong in future years. Zinc prices are expected to strengthen in the second half of 2015 and to remain strong due to lack of new large zinc mine developments.

Sixty-two percent of the outstanding shares of Auric Gold & Minerals are owned by Whitney & Whitney, Inc., which is a wholly-owned subsidiary of Itronics Inc. Entities that may have an interest in participating in the development of the Auric Fulstone Project should send their inquiries to www.Itronics.com, attention Whitney & Whitney, Inc.

About Itronics

Itronics is a cleantech specialty liquid fertilizer company which produces silver bullion, continues to develop advanced silver and zinc processing technology, and which owns a large Iron Oxide Copper Gold (IOCG) mineral property (the Auric Fulstone Project) in the prolific Yerington Copper Mining District in northwestern Nevada.

Itronics has a long history of environmental achievements, including being named one of the first International Green Heroes in a program sponsored by the British government, and one of the top 10 new technologies in agricultural innovation by Canadian Agri-Retailers. It is a cleantech Company that utilizes science and engineering to create and commercialize recycling, mineral, and nutrient technologies as a "Creative Clean Technology" Company.

Headquartered in Reno, Nevada, Itronics 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 the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can also be used for lawns and houseplants, and 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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Contact:

Paul Knopick
888-795-6336

