

Press Release Archives: 01/23/2007

Itronics 2007 Limited Edition Collectible Silver Nevada Miner Bars Are Now Available

RENO, Nev., Jan. 23 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) announced today that its popular 2007 Limited Edition of its collectible Silver Nevada Miner bar, an excellent souvenir of the Silver State and in demand among collectors, is now available through its subsidiary, Itronics Metallurgical, Inc.

"The 99.9 percent pure, 5 troy ounce 2007 Silver Nevada Miner bar is beautifully finished and is the seventh edition in this line of unique collectible silver bars," said Dr. John Whitney, Itronics President. "Itronics Metallurgical is offering these bars through its 'e-store' catalog at <http://www.itromet.com> .

"In 2006 the price of silver was up 58 percent, generating significant consumer interest in this precious metal," said Dr. Whitney. "Sales of this attractive silver collectible, which has greatly increased in value, are continuing to grow in popularity with an expanding national and international collector base."

The "Silver Nevada Miner" bar was created to commemorate the long and eventful silver mining history of Nevada and is an excellent souvenir of Nevada, which is known as the "Silver State." The bars are 2 3/8 inches by 1 3/8 inches by 1/4 inch thick. Each contains exactly 5 ounces of pure silver. The bars have a beautiful finish that is "proof quality" and include a year-stamp authenticating the limited edition.

The top surface of the numismatic bar is engraved with an authentic reproduction of a miner in one of the famous "square-set" stopes of the Comstock Silver Mines at Virginia City, Nevada, in the mid-1860's. The bars are beautifully crafted and attractively packaged, making them an excellent gift item.

Those interested in more information about the Silver Nevada Miner bars should visit the "e-store" catalog at <http://www.itromet.com> , or call Itronics Metallurgical, Inc. at 1-800-368-1865.

About Itronics

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. GOLD'n GRO fertilizers are available to homeowners, along with GOLD'n GRO liquid fertilizer injectors, at the Company's "e-store" at <http://goldngro.com> . The popular Silver Nevada Miner bars are available at the Company's "e-store" at <http://www.itromet.com> .

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The company also provides project planning and technical services to the gold mining industry and operates the global Gold Producing Stocks web site <http://www.insidemetals.com> . Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new, environmentally beneficial, recycling and fertilizer technologies.

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.)

Contact: Paul Knopick
888-795-6336
Source: Itronics Inc.

