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Itronics Named a Top Stock Pick for 2005 in Prestigious Dick Davis Digest

RENO, Nev. and FORT LAUDERDALE, Fla., Jan. 25 /PRNewswire-FirstCall/ -- The Dick Davis Digest, one of the nation's oldest and most prestigious investment newsletters, in its January 17, 2005 edition, features a recommendation on Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) as one of the top stock picks of 2005.

"With some positive earnings this year or next, this could easily become a 10, 20 or 30 bagger from current price levels," said Jay Taylor, J. Taylor's Gold & Technology Stocks (<http://www.miningstocks.com>), who is quoted in The Dick Davis Digest.

"Little-known Itronics' revolutionary and environmentally-friendly GOLD'n GRO liquid fertilizer boosts crop production by 10% to 50% and improves nutrition, according to field test data accumulated over the past three years," Mr. Taylor writes. "No other fertilizer comes close to competing effectively with GOLD'n GRO, making this a big profit booster for farmers."

Mr. Taylor continues: Itronics earns revenues from environmental services and silver by-product sales that result in lower unit fertilizer manufacturing costs. Combined with its large-scale agricultural markets and the support of a strong Western U.S. regional liquid fertilizer distribution network owned and operated by a New York Stock Exchange Company, continued sales growth and major economies of scale for Itronics could soon give this stock real Wall Street sizzle.

The article by Mr. Taylor said he believes the stock is selling at a low price currently because of limited coverage by analysts, share dilution and continuing deficits. He does warn investors that the weak financial position means this is a high-risk stock.

The Dick Davis Digest (800/654-1514) publishes 24 issues per year providing serious investors with a timesaving, cost-effective overview of the stock market. It is the investment newsletter of choice for investment professionals, as well as individual investors.

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 Nevada's leading "Beneficial Use Recycling" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the mining industry. 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.

VISIT THE WEB SITE: <http://www.itronics.com>

(Statements in this press release may constitute forward-looking statements and are subject to numerous risks and uncertainties, including the failure to complete successfully the development of new or enhanced products, the Company's future capital needs, the lack of market demand for any new or enhanced products the Company may develop, any actions by the Company's partners that may be adverse to the Company, the success of competitive products, other economic factors affecting the Company and its markets, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The actual results may differ materially from those contained in this press release. The Company disclaims any obligation to update any statements in this press release.)

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Source: E & E Communications; Itronics Inc.