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Itronics Details 2014 GOLD'n GRO Fertilizer Sales

RENO, NV--(Marketwired - Jan 29, 2015) - Itronics Inc. (OTC PINK: ITRO), a diversified liquid fertilizer and silver producer and developer of unique technologies in mining and other industries, today reported 2014 fourth quarter and full year GOLD'n GRO fertilizer sales. Full year sales increased one percent compared to the prior year. Fourth quarter GOLD'n GRO fertilizer sales decreased eleven percent, impacted by the severe drought in California.

The Company reported that Total GOLD'n GRO fertilizer Sales for 2014 were \$1,712,181 compared to \$1,696,076 in the same period in 2013. Full year total sales for Itronics will be reported in February.

"While the outlook for 2015 sales continues to be uncertain due to the lengthy drought in California, a fair amount of rainfall occurred in December and if there is additional rain or snow in the early months of this year, GOLD'n GRO sales could increase for the first time in several years," said Dr. John Whitney, Itronics President. "The Company's early fill program continues to be well received by our distributor and we ended the year with the largest order backlog that we have had in several years. We are filling the orders in January and February, providing a good start for 2015."

Itronics is continuing to work with its distributor to expand GOLD'n GRO sales into Southern California and Arizona, and will continue to perform field trials to develop new crop applications in markets where sales are already established and also in new markets.

About Itronics

Itronics is a cleantech specialty liquid fertilizer company which produces silver bullion, continues to develop advanced silver and zinc processing technology, and that 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 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.

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

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