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Itronics Named a Medium Entrepreneurial Technology Company of the Year by NCET Technology Awards

RENO, NV--(Marketwire -02/02/12)- Itronics Inc. (Pinksheets: ITRO.PK - News) is pleased to announce that it has been named runner up Medium Entrepreneurial Technology Company of the Year in the upcoming NCET Technology Awards/Reno Gazette Journal Entrepreneur of the Year Award. Dr. John Whitney, founder and President, will be presented the award on February 16, 2012, at the awards dinner at the Eldorado Hotel Casino in Reno by Lieutenant Governor Brian K. Krolicki.

"We are pleased by the recognition and all the employees of Itronics are delighted to be honored with this award. Reno has been our home for 24 years and to be one of its 'top' entrepreneurial technology companies is a great honor indeed," said Dr. Whitney. "Itronics' technologies maximize sustainability, including eliminating toxic photowaste by stripping out silver and converting the demetalized liquid into environmentally beneficial fertilizers."

The NCET Technology award celebrates individuals and companies who have greatly enhanced the growth and prestige of the Nevada Technology Community. It recognizes outstanding leaders at all levels of business.

Itronics has won a number of other prestigious awards including being one of five finalists for the Kirkpatrick Chemical Engineering Award in 2001, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England and was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world.

Itronics won the International Green Hero award in 2006 for its leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator." Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year in 2000 and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno. Dr. Whitney was also named "Entrepreneur of the Year," Agriculture/Environment in 2008 by The Business Report of Northern Nevada, published by the Reno Gazette-Journal.

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. The Company is developing environmentally compatible mining technology, provides project planning and technical services to the gold mining industry, 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.

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

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