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### ***Itronics January 2013 Total GOLD'n GRO Fertilizer and Silver Sales up Sharply***

#### **Solid Sales Growth in 2013 Projected**

RENO, NV--(Marketwire - Feb 5, 2013) - Itronics Inc. ( PINKSHEETS : ITRO ) reported today that its January 2013 total sales, including both GOLD'n GRO fertilizers and silver, were the second best January since the company began commercial fertilizer sales about 10 years ago. The sales improvement continues the trend of the sales expansion of 14 percent reported in the fourth quarter of 2012.

"In 2011 our GOLD'n GRO fertilizer distributor worked with us to implement an 'Early Order Program' which made it possible to strategically position, pre-season, GOLD'n GRO fertilizer inventories at key retail branches to help reduce the seasonal impact on manufacturing that typically occurs when the planting season begins. The sales increase in January 2013 is a result of this on-going successful program," said Dr. John Whitney, Itronics President.

Based on water availability reports from California, the Company's main sales location for fertilizers, Itronics' outlook for 2013 is that sales will return to higher levels and that sales growth is being re-established.

"While there are presently many market uncertainties, the outlook for fertilizers, silver and gold, and base metals including copper, continues to be strong. Itronics as a fertilizer and silver producer, and a large-scale iron copper gold mineral exploration property owner, is well positioned to meet these on-going market needs," Dr. Whitney concluded.

#### **About Itronics**

Itronics is a cleantech specialty liquid fertilizer company which produces silver bullion and that owns a 6,000 acre Iron Oxide Copper Gold (IOCG) mineral property (the Auric Fulstone Project) in the prolific Yerington Copper Mining District in northwestern Nevada. The Company's goal is to achieve profitable large scale clean technology driven sustainable growth in specialty fertilizers, silver and specialty minerals.

Headquartered in Reno, Nevada, Itronics 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 a large-scale environmentally compatible mining project, 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.

Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly "green" GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available, along with 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> .

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

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