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Itronics January-February 2013 Total GOLD'n GRO Fertilizer and Silver Sales Are Second Best in Company's History

RENO, NV--(Marketwire - Mar 7, 2013) - Itronics Inc. (PINKSHEETS : ITRO) reported today its January and February 2013 GOLD'n GRO fertilizer and silver sales are the second best in the Company's history. The fertilizer sales improvement continues the trend of sales expansion reported for the fourth quarter of 2012. Silver is extracted from liquid photowaste before the demetallized liquid is turned into award winning, environmentally beneficial fertilizers.

The sales increase in January and February is partially a result of the on-going successful "Early Order Program" developed in cooperation with the Company's fertilizer distributor.

The Company's outlook for 2013, based on water availability reports from California, where the Company sells fertilizer to the breadbasket of the nation in central California, continues to be positive. The Company expects that sales will remain at higher levels and believes that sales growth is being re-established.

"The outlook for fertilizers and silver continues to be strong," said Dr. John Whitney, Itronics President. Also, there are positive trends for gold and copper and Itronics, through its majority owned subsidiary, Auric, is a large-scale copper and gold mineral exploration property owner. "We are well positioned to participate in these on-going market needs and this is a good way to begin the year," said Dr. Whitney.

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> 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>

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