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Itronics GOLD'n GRO Liquid Fertilizers Registered for Sale in Idaho and Washington

RENO, Nev., March 9 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that its subsidiary, Itronics Metallurgical, Inc. has completed registration of two of its popular environmentally beneficial GOLD'n GRO products for sale through its distributor network in Idaho and Washington. GOLD'n GRO products are now registered in 14 states nationwide.

"Registration of the GOLD'n GRO liquid fertilizer products in these two states is another strategic step forward in Itronics Metallurgical's business plan to geographically expand sales of the GOLD'n GRO fertilizers into all of the states where our distributor network operates retail outlets," said Dr. John W. Whitney, Itronics President. "Registration in Idaho and Washington is particularly significant because during the past two years the distributor network in Idaho has evaluated the newly registered products, and the distributor network in Washington evaluated the products last year. Spring planting in these states will soon be underway and the distributor sales force can immediately begin introducing our GOLD'n GRO products to its customers."

"The application for registration in Oregon was submitted in early January, with the registration review process not yet completed," said Dr. Whitney. "We expect the registration process to be completed soon and will let shareholders know when we receive registration. The distributor sales force in that state is ready to begin introducing the products to its customers as soon as registration is received."

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://www.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.

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(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.)

Source: Itronics Inc.