

Press Release Archives: 03/15/2007

Itronics' GOLD'n GRO 9-0-1+7% Zn Significantly Improved Growth of Corn in Zinc-Deficient Soil

RENO, Nev., March 15 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG), reported today that on-going greenhouse research being conducted at Utah State University, Logan, Utah is demonstrating the effectiveness of GOLD'n GRO 9-0-1+7%Zn as a chelated liquid zinc micronutrient fertilizer for zinc (Zn) deficient corn. Zinc is an essential nutrient for growing corn.

Utah State University research showed that soil application of GOLD'n GRO 9-0-1+7%Zn to corn seedlings:

- prevented visual symptoms of Zn deficiency,
- significantly increased tissue concentration of Zn compared to untreated plants, and
- doubled dry mass.

The report may be viewed at: <http://www.usu.edu/cpl/GoldNGro.pdf>

As part of its GOLD'n GRO fertilizer sales development program, Itronics' wholly-owned subsidiary, Itronics Metallurgical, Inc., began contributing to an ongoing Zinc Nutrition Research Program at Utah State University, Logan, Utah in August 2006. The use of corn plants in a greenhouse under controlled conditions makes it possible to isolate specific soil and environmental factors, in replicate soil columns, to obtain statistically valid results.

"Our objectives are to obtain unbiased, independent third-party data and information on the effectiveness of GOLD'n GRO chelated liquid fertilizers for market development and sales," said Dr. John Whitney, Itronics President. "We see a promising role for GOLD'n GRO fertilizers in meeting nutritional needs for the expanding U.S. corn crop. The rapidly rising demand for ethanol, which is derived from corn, requires increased acreage and yields."

The price of corn doubled in late 2006. Use as feed stock for ethanol manufacturing was reported to have consumed 19 percent of the U.S. corn crop in 2006 and is forecast to consume up to 26 percent of the corn crop in 2007. Corn acreage is expected to increase by up to 10 percent in 2007 and fertilizer use is projected to increase accordingly.

Although Zn deficiency can severely limit plant growth, especially on soils with low organic matter and high pH, chelated Zn fertilizers are effective at maximizing the bio-availability and absorption of Zn by crop plants. Itronics is an emerging producer of high quality chelated liquid GOLD'n GRO micronutrient fertilizers. The Company's goal is to use its raw material sourcing and advanced cost reducing proprietary process technology as drivers to become an industry leader in this specialty fertilizer segment.

The on-going GOLD'n GRO fertilizer application research work is being conducted as part of Itronics' eight part long term growth plan announced in June 2005.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion 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://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 a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the gold mining industry and operates the global Gold Producing Stocks web site, <http://www.insidemetals.com>. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

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

Source: Itronics Inc.