

Press Release Archives: 03/17/2009

Itronics' Makes Silver Refining Process Discovery Increasing per Melt Bullion Recovery by 40 Percent

- Profitability Increased for Highly Acclaimed "Green" Process

RENO, NV--(MARKET WIRE)--Mar 17, 2009 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) reported today that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has made a silver refining process discovery that increases per melt bullion recovery by 40 percent and reduces the per ounce silver refining cost proportionately. The Company is now implementing the new process into its refining operation and expects the transition to be completed this month.

"The new process immediately benefits Itronics by increasing turnover in silver inventory and by reducing the per ounce refining cost, which benefits the Company by reducing working capital needed to sustain the silver refining operation. This new process is expected to materially improve the profitability of the refining operation going forward," said Dr. John Whitney, Itronics President.

Silver refining test work that resulted in this new refining process was begun in the second half of 2008. It is a significant improvement in the refining chemistry and is achieved by reducing the amount of silver in the glass/slag and iron matte produced by the refining process.

Itronics Metallurgical also expects that the new refining process will significantly enhance the profitability of the planned Stage 1 silver refinery expansion which was discussed in a press release dated February 24, 2009. The silver captured by Itronics is recovered from spent photo liquids, a highly acclaimed environmentally "Green" and environmentally beneficial process.

This refining technology discovery completes another step in Itronics' implementation of its 5-year plan to use internally developed environmentally green clean technology to produce solid profitable growth. This focused approach to the development and use of creative new clean technology has made the vertically integrated "Beneficial Use Photochemical, Silver, and Water Recycling" technology and the GOLD'n GRO brand of environmentally friendly fertilizers a success. Itronics revolutionary technologies create a "Green Consumer Option" for photo and X-ray processors that continue to use silver halide photo technologies to make prints and X-rays.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company that produces GOLD'n GRO liquid fertilizers and pure silver bullion. 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 spent 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. 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 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" 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>.

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.)

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Source: Itronics Inc.