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Itronics Announces New GOLD'n GRO Product, Marketing Strategy That Allows Company to Participate in Major U.S. Fertilizer Segment

RENO, Nev., April 8 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) today reported that its subsidiary, Itronics Metallurgical, Inc., has established a major new product and marketing program that will allow it to significantly increase fertilizer sales. The Company is working with its licensed distributors in a program to introduce and implement the use of GOLD'n GRO base liquid as a supplement to the distributors' proprietary liquid field blend programs.

"This new product marketing strategy will allow Itronics to participate in the large volume fertilizer markets," said Dr. John Whitney, President. "We have worked for a number of years to develop GOLD'n GRO product lines and to demonstrate that our products are a viable nutrient source for many varieties of plants. Now we have the means to introduce GOLD'n GRO to a much wider spectrum of potential customers."

Dr. Whitney said that Itronics Metallurgical "has been researching for more than seven years how to perfect GOLD'n GRO as a base liquid that can be used in large volume proprietary liquid field blend programs. The development work was completed in mid-year 2002 and we have since been working with the licensed distributors to define and implement procedures for blending and use. We are excited to announce that the GOLD'n GRO base liquid has now been approved for use by the licensed distributors in their proprietary field blend programs."

The GOLD'n GRO base liquid is a mixture of thiosulfates and chelates that, when combined with normally applied nitrogen(N), phosphate(P), and potassium(K) nutrients and nutrient metals, improves the ability of the plants to extract the nutrients from the soil. This is being demonstrated by plant tissue measurements that show a significant improvement in nutrient content.

Bulk retail fertilizer distributors typically mix NPK nutrients and nutrient metals in varying amounts in proprietary liquid field blends to provide a fertilizer mix that meets the specific needs of the farm customers' crops. Field work supporting implementation of the new GOLD'n GRO base liquid sales plan indicates that the GOLD'n GRO base liquid used at the rate of 5 percent to 15 percent of the fertilizer field blend will produce the desired nutritional results. The market for NPK fertilizer product use in proprietary field blends by bulk retail fertilizer dealers in the United States is very large. For example, in 2000 more than 2 billion gallons of nitrogen liquids were sold for field fertilization. At a 10 percent use rate, the indicated U.S. market for the GOLD'n GRO base liquid would exceed 200 million gallons. In California in 2001, the sales of NPK liquids exceeded 200 million gallons. At a 10 percent use rate, the indicated California market for the GOLD'n GRO base liquid would exceed 20 million gallons.

"The combination of our new GOLD'n GRO base liquid and our successful launch in 2002 of GOLD'n GRO Zinc will be the source of significant growth for the Company in 2003 and beyond," Dr. Whitney said.

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These earth friendly liquid fertilizers, which can also be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com/> .

Itronics Inc. is one of Nevada's leading process technology companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products, recovers, refines, and sells silver, and 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 has become 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.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.itronics.com/>