

Press Release Archives: 04/08/2010

## **Itronics Emerging as a Growing Cleantech Specialty Fertilizer and Silver Producer, Provides Activity Update**

Environmentally Green Fertilizer and Silver Technology Driving Strong Growth

RENO, NV, Apr 08, 2010 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) today announced that 2009 sales totaled \$3.3 million, 74 percent GOLD'n GRO fertilizers and 20 percent silver. "We are now established as a clean technology specialty fertilizer and silver bullion producer. Sales have increased for each of the past five years and double-digit annual sales growth is expected to continue," said Dr. John Whitney, President.

"Itronics is starting the second quarter with strong fertilizer sales and silver sales underway and work is continuing on the claim staking project for Auric Gold & Minerals," said Dr. Whitney. "The Stage 1 silver expansion is progressing and when operational should increase silver production in the second half of this year. With strong world wide market interest in fertilizer and silver producers, and growing world wide demand for hard mineral and gold properties, Itronics is participating in markets that are growing strongly in the midst of a global recession."

The spring fertilizer season started in mid March and Itronics is now receiving and filling GOLD'n GRO fertilizer orders. Fertilizer and silver sales in January and February were sharply reduced due to adverse weather in California and elsewhere, but fertilizer sales recovered strongly in March and silver sales, which lag fertilizer sales, are recovering in April.

Work on the Stage 1 silver refinery expansion is on-going as the company has been conducting small scale batch testing to develop more knowledge of actual operating requirements and results. This work has demonstrated that the Stage 1 flow sheet can be greatly simplified because the process works much better than was indicated by the laboratory testing. Part of the leaching circuit is operational and preparations are underway for larger scale operational testing.

The claim staking project for Auric Gold & Minerals has been held up by continuing snow storms that have limited access to the project area in Nevada. More information on the project will be provided at a later date.

Itronics is focusing on increasing its visibility to investors and was recently invited to present at a Venture Capital Investors Conference, Agriculture 2.0, in Palo Alto, California. The focus of the conference was to present emerging companies involved with sustainable agriculture to the venture capital community in Silicon Valley. Itronics was positioned as a clean technology company with expertise in recycling and specialty fertilizer formulation and manufacturing. Itronics was included because the award winning GOLD'n GRO fertilizers improve agricultural sustainability. Traffic to Itronics' web site has more than doubled since the meeting.

Itronics has been invited to participate in a Small Cap Conference sponsored by Accredited Members, Inc. in Las Vegas, Nevada April 20 through 22. Itronics will have a booth at the conference and will participate in one or more panel discussions during the conference. This conference will expose Itronics to a large group of accredited investors that are seeking quality emerging micro-cap companies. In March Itronics updated its web site, [www.itronics.com](http://www.itronics.com), and posted an updated Corporate Profile for investors interested in long term, large scale growth potential.

### About Itronics

Headquartered in Reno, Nevada, Itronics is a Cleantech Specialty Fertilizer and Silver Company that produces the Award Winning 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](http://www.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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