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Itronics Now Offers GOLD'n GRO Liquid Fertilizer Professional Packages And Products at www.itronics.com

RENO, Nev., April 15 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) today reported that in response to numerous requests from professional growers, its subsidiary, Itronics Metallurgical, Inc., has expanded the number of GOLD'n GRO liquid fertilizer formulas being offered through its "e-store" catalog at <http://www.itronics.com> . The Company has also begun to offer some of its formulas in 2.5 gallon containers.

Offering a new and expanded line of GOLD'n GRO formulas, in larger containers, makes GOLD'n GRO available to two important Professional Market segments: the Landscape Maintenance Market and the Nursery and Greenhouse Market. In addition, homeowners with large lawn and garden areas have requested the larger container. The 2.5 gallon package is similar in weight and analysis to many of the dry fertilizer products offered in wholesale and large retail outlets.

"Nursery and green house growers, smaller farmers, and landscape maintenance professionals now can conveniently purchase GOLD'n GRO products directly from Itronics Metallurgical," said Dr. John Whitney, President of Itronics. "We have been offering the smaller packages for the Home Lawn and Garden market for about 3 years and have repeat customers in many parts of the United States and Canada. This customer base is expanding and many customers are re-ordering each year. We believe that offering GOLD'n GRO package products to the Landscape Maintenance and Nursery and Greenhouse Grower markets will significantly increase our Internet sales."

The products can be viewed and purchased at the Itronics web page at <http://www.itronics.com/> and also may be purchased by calling Itronics Metallurgical toll free at 800-368-1865.

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 used photoliquids 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 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.

VISIT OUR WEB SITE: <http://www.itronics.com/>

(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.)

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