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### **Itronics Announces Upcoming Launch for 'InsideMetals,' a Gold Industry and Gold Company Profile Internet Publication**

RENO, Nev., April 26 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO, ITROE; Frankfurt and Berlin Stock Exchanges: ITG) announced today that its wholly owned subsidiary, Whitney & Whitney, Inc., expects to launch "InsideMetals," a new web site at <http://www.insidemetals.com> in June. The web site will provide gold industry and gold company financial, production, and ore reserve profiles on key producing companies.

"We are excited about this new, Internet subscription service and will let our shareholders, the mining industry and the investing public know exactly when the launch will occur," said Dr. Whitney, Itronics President. "We believe this independent metals and mineral company research service is long overdue for mining company professionals, government officials with minerals related responsibilities, financial industry investment professionals, and individual investors who have an interest in investing in mining companies."

The "InsideMetals" gold company profiles and the gold industry profiles will be limited at the beginning to producing companies listed on the New York Stock Exchange, the American Stock Exchange, and the NASDAQ. The Gold Company sector will be the first to be profiled and includes "Gold, Silver, Platinum, Palladium" producers, with 33 qualifying companies. Profile information includes Proven and Probable Reserves, Annual Production, and Annual Financial Statistics. Annual totals for each information category will be presented as segment profiles by Exchange, and then as an Industry Profile for each category of information for all of the listed companies.

Other stock exchange segment data that will be of great interest to investors and others include market capitalization, annual sales, operating cash flow, net after tax profits, return on equity, and return on assets and P/E Ratios. These measures will be totaled for all three Stock Exchange segments and will provide an excellent financial profile for the total U.S. publicly registered Gold Company sector.

"This Internet publication provides an Information Services platform which Whitney & Whitney will expand incrementally by adding additional metals and mineral sectors," said Dr. Whitney. "The market scope for this service is global and it will be accessible in all countries of the world through the Internet."

Information about "InsideMetals" can be obtained from the Whitney & Whitney web page at <http://www.whitneywhitney.com> under the heading publications. The publication page includes an opportunity for those who are interested to be placed on a waiting list to sign up for this service. Information may also be obtained by calling Whitney & Whitney at 775-853-4970.

Headquartered in Reno, Nevada, Itronics Inc. is Nevada's leading "Beneficial Use Recycling" company and a world leader in photochemical recycling. The Company also 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 is 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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