

Press Release Archives: 04/29/2003

Itronics GOLD'n GRO Liquid Fertilizers Registered for Sale in Colorado; First Sale Completed in State

RENO, Nev., April 29 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that its subsidiary, Itronics Metallurgical, Inc., has completed registration of its line of GOLD'n GRO products for sale in Colorado and shipped its first truckload of GOLD'n GRO chelated micronutrient fertilizers to peach growers in western Colorado.

"Registration of the GOLD'n GRO liquid fertilizer products and the first bulk sale in Colorado is an important step in Itronics Metallurgical's strategic business plan involving geographically expanding the bulk sales of the GOLD'n GRO products into all the states that can utilize the environmentally beneficial products," said Dr. John Whitney, Itronics President. "The products are cost effective to the grower and we believe that Itronics Metallurgical will be able to market them widely from its plant in Reno."

"Strong demand for the GOLD'n GRO chelated micronutrient products is driving rapid sales growth again this year," said Dr. Whitney. "Itronics Metallurgical is adding two more products to its line of chelated micronutrients to meet specific customer identified market needs. These two new products are expected to further expand sales later in the year."

Geographic expansion of GOLD'n GRO sales in other parts of the country is being facilitated by the ready availability of the GOLD'n GRO products through the Itronics Metallurgical "e-catalog." Nursery and greenhouse growers, smaller farmers, and landscape maintenance professionals can conveniently purchase the GOLD'n GRO products directly from Itronics Metallurgical at <http://www.itronics.com/> . Larger growers can conveniently purchase the package products for evaluation prior to making significant purchase commitments. The products 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.)

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

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