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***Itronics Reports First Quarter 2014 GOLD'n GRO Fertilizer Sales Approximately Equal 2013 Despite Water Restrictions, Drought***

RENO, NV--(Marketwired - Apr 29, 2014) - Itronics Inc. (PINKSHEETS: ITRO) reported today its first quarter 2014 GOLD'n GRO fertilizer sales at \$466,000, approximately even with 2013 first quarter GOLD'n GRO fertilizer sales at \$469,000.

"This is excellent news since the central valley of California, the main market area for GOLD'n GRO fertilizers, remains suffering from severe drought and increased irrigation water restrictions. Predictions were that 2014 crops and fertilizer sales would decrease significantly," said Dr. John Whitney, Itronics President.

"Our current outlook, assuming weather in 2014 and related agricultural cropping patterns in our California markets are similar to 2013, is that sales should be stable," said Dr. Whitney. "There could be an increase if certain new projects that are underway, including the recent introduction of GOLD'n GRO Valu-Paks for consumers on Amazon.com as detailed in three recent news releases, begin to produce results."

About Itronics

Itronics has a long history of environmental achievements, including being named one of the first International Green Heroes in a program sponsored by the British government, and one of the top 10 new technologies in agricultural innovation by Canadian Agri-Retailers. Itronics utilizes science and engineering to create and commercialize recycling, mineral, and nutrient technologies as a "Creative Clean Technology" Company.

Headquartered in Reno, Nevada, Itronics produces 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 and the Fulstone Iron Oxide Copper Gold exploration property in Nevada.

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 at the Company's "e-store" on Amazon.Com at [http://www.amazon.com/s/ref=bl\\_sr\\_lawn-garden?ie=UTF8&field-brandtextbin+GOLD%27n+GRO&node+2972638011](http://www.amazon.com/s/ref=bl_sr_lawn-garden?ie=UTF8&field-brandtextbin+GOLD%27n+GRO&node+2972638011).

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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