

Press Release Archives: 05/03/2007

Itronics' Environmentally Beneficial Fertilizer Making TV Debut

RENO, Nev., May 3 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) is going Hollywood!

The NBC TV Coordinator of Props asked Itronics to supply 2 1/2 gallon sized labeled containers of its GOLD'n GRO fertilizer for an episode of the well rated program "Crossing Jordan." The episode featuring Itronics' fertilizer will air on May 9 at 9 p.m. As they say: Check your local listings. Itronics was told its product will be visible to viewers.

"Crossing Jordan," which premiered in 2001, is a crime drama starring Jill Hennessy as the crime solving medical examiner Jordan Cavanaugh. It is set in Boston.

"We don't know why they picked us, other than someone in environmentally conscious Hollywood might have known that our fertilizer is environmentally beneficial and is derived from turning wastes into a very useful products," said Dr. John Whitney, President.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. The environmentally friendly liquid fertilizers can be used for lawns and houseplants, and are available, along with GOLD'n GRO 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>.

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company and a world leader in photochemical recycling. The Company also provides project planning and technical services to the gold mining industry and operates a global Gold Producing Stocks web site, <http://www.insidemetals.com>. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

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.)

Contact: Paul Knopick

888-795-6336

Source: Itronics Inc.