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Itronics Adds Senior Agronomist to GOLD'n GRO Fertilizer Sales Team

RENO, Nev., May 4 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that its wholly-owned subsidiary Itronics Metallurgical has appointed Dr. Perry Bosshart, a highly qualified agronomist, soil scientist, and environmental remediation specialist, to its GOLD'n GRO sales team as Senior Agronomist.

Dr. Bosshart earned Ph.D. and M.Sc. degrees in Agronomy from Virginia Polytechnic Institute and State University, Blacksburg, Va., and a B.Sc. in Agricultural Science from University of Illinois, Urbana-Champaign, Ill. He is a Certified Professional Agronomist, Certified Professional Soil Scientist, and a Certified Crop Adviser.

Dr. Bosshart has more than 30 years experience as a leader and manager of research, market development, and the use of the latest technology to optimize plant growth, minimize production costs, conserve natural resources, and safe guard the environment by remediation of metal contaminated soils. His field crop experience includes annual and perennial, food and fiber, herbaceous and woody, rain fed and irrigated, temperate and tropical, including sugarcane, oil palm, cacao, rice, forages, hybrid poplar, corn, and soybeans. Past employers include the Hawaiian Sugar Planters' Association, Potash & Phosphate Institute, Horsehead Resource Development Co., Inc., MeadWestVaco Corp. and Horizon Ag-Products.

"Dr. Bosshart will be responsible for on-going development and advancement of crop fertilization applications for the GOLD'n GRO liquid fertilizers," said Dr. John Whitney, Itronics President. "We are excited to add such a highly qualified person to our GOLD'n GRO agronomy group. This addition to Itronics professional staff will enable the Company to move forward more quickly in implementation of its previously adopted eight part long term business growth plan."

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, 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 mining industry and operates the global Internet Information Portal, <http://www.insidemetals.com>. 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. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England in September 2005. Itronics was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator."

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("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.)

Source: Itronics Inc.