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**Itronics GOLD'n GRO Liquid Fertilizer Sales Up 51 Percent in April, 12 Percent for First Four Months of 2003**

RENO, Nev., May 6 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that GOLD'n GRO liquid fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., increased 51 percent in April 2003 compared to the same month in 2002. GOLD'n GRO fertilizer sales for the first four months of 2003 are up 12 percent compared to 2002.

"Strong demand for the GOLD'n GRO chelated micronutrient products is driving sales growth," said Dr. John Whitney, Itronics President. "Beginning in the second quarter Itronics Metallurgical is introducing a base liquid product for licensed distributor use in proprietary field blends and two additional chelated micronutrient products. The strong GOLD'n GRO sales growth is expected to continue as these new products contribute to expanding sales later in the year. We are very pleased with the way the Company is now positioned for future growth."

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.)

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