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***Itronics GOLD'n GRO Liquid Fertilizer Produces Significant Increase in Size and Quality of Pomegranates***

RENO, NV--(Marketwired - May 21, 2013) - Itronics Inc. (PINKSHEETS: ITRO) reported today that a commercial California customer of its GOLD'n GRO distributor has obtained consistent pomegranate fruit size and quality improvement through a novel foliar use of a high phosphate GOLD'n GRO liquid fertilizer over a period of more than 5 years. Earlier field trials have shown GOLD'n GRO also improves other tree and vine crops including avocados, grapes, oranges and pistachios.

GOLD'n GRO 6-12-9 +4%S is the fertilizer used by the pomegranate grower. It is applied at a rate of three quarts in 100 gallons of water per acre of trees two times about a month apart after fruit set. Foliar use of a high phosphate chelated liquid fertilizer is unique. The largest boxes packed for the grower's crop prior to adapting this practice were 22-24's. After adapting this foliar fertilization practice, the grower packed pallets of 16's, the largest size and highest quality of pomegranates. The change in fruit size represents between a 25 percent and a 50 percent increase, a significant improvement that has been consistent for several years. The mature fruit also developed a visually pleasing red color.

According to a Pomegranate Profile published by the agriculture marketing resource center at Iowa State University dated July 2012, in recent years the United States had 599 farms growing 24,517 acres. In 2011 California had an estimated 30,000 acres of pomegranates. The growing popularity of pomegranate fruit, seeds, and juice is driving rapid growth in the acres of pomegranates being grown in California.

"While the pomegranate acreage in California, our primary fertilizer market, is relatively small we are working with our distributor to determine if other larger acreage tree crops such as almonds and oranges might respond to GOLD'n GRO 6-12-9 +4%S foliar fertilization by producing larger and higher quality fruit," said Dr. John Whitney, Itronics President. "A significant benefit of the GOLD'n GRO fertilizers is that they are 'dual use' being safe and effective for both foliar and soil application when used according to label directions."

Itronics' technologies maximize sustainability. The Company is pursuing profitable clean technology driven growth in chelated specialty fertilizers, silver, and related technologies and products.

**About Itronics**

Information about GOLD'n GRO fertilizers is available on its website at [www.goldngro.com](http://www.goldngro.com), or by calling 1-800-368-1865. Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" company that 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, provides project planning and technical services to the gold mining industry.

Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally clean recycling and fertilizer technologies.

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, along with 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>.

VISIT OUR WEB SITE: <http://www.itronics.com>

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