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Itronics Outlines Eight-Part Growth Strategy to Meet Key Corporate Goals

RENO, Nev., June 3 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) in its recently filed 10-QSB outlines its eight-part growth plan for its Photochemical Fertilizer and Silver Division, saying that implementing these eight steps will allow the Company to achieve its corporate goals to be profitable, to supply specialty liquid fertilizers to large volume markets, and to be a large silver refiner.

1) Increase sales in established territories. The Company said GOLD'n GRO liquid fertilizer sales growth is being generated by a broader base of distributor stores selling its products, a larger sales force participating in the sales program and more products being sold in bulk truck load quantities. The fertilizer is sold to the specialty agriculture market including avocados, citrus, grapes, fruit and nut trees and vegetables, for bulk field crops including alfalfa, cereal grains, corn, cotton and soybeans, and the home lawn and garden markets, nurseries and greenhouses, and golf courses.

Itronics also said that it has proposals to potential customers that could lead to more than \$500,000 in sales of Photochemical Silver Concentrators. These machines produce water pure enough to be used to make up new photo fixer chemicals, allowing the photo processor to achieve 100 percent recycling of used photochemical wastes. "This marks a shift in market focus from obtaining the majority of photochemical raw materials through our collection services to obtaining the majority of the photochemical raw materials as concentrates from customers throughout the United States," said Dr. John Whitney, Founder and President.

2) Develop GOLD'n GRO foliar fertilizer applications for more crops. Several new crop applications are being developed including young oats and winter wheat, alfalfa and silage corn, all large acreage markets for the dairy cow feed market. "The applications open up the potential for economical large scale use throughout the U.S.," Dr. Whitney said. An additional large acreage crop for which applications are being developed with positive results is cotton, with 13 million acres grown in the U.S.

3) Expand sales to new states. GOLD'n GRO fertilizer registrations were completed in Idaho, Oregon, and Washington, and registration has been completed in seven northeastern states including New York and New Jersey. Currently GOLD'n GRO fertilizers are sold through distributors in California, Arizona, Colorado, Nevada, and Rhode Island. The Company will register products in additional states in the future.

4) Expand the GOLD'n GRO specialty fertilizer line. The Company has completed two new fertilizers, a high magnesium content liquid fertilizer and a calcium plus magnesium liquid fertilizer. Both products are being field tested with commercial sales to begin in 2006. Itronics has acquired 100 percent of the rights to the GOLD'n GRO Guardian animal repellent fertilizer which keeps deer away from landscaping while simultaneously fertilizing the plants. The U.S. market for animal repellents currently exceeds \$50 million.

5) Complete the development and commercialize its new glass/tile products, a \$1 billion market in the U.S. With the development of these products, Itronics will achieve the 100 percent recycling of materials received from customers.

6) Develop and commercialize metal leaching reagents for the recovery of silver, gold and other precious metals. Major strategic benefits to the Company include developing non-photochemical silver and fertilizer bearing raw materials, reducing the dependence on silver bearing photochemicals and reducing costs while allowing the Company to expand silver production more rapidly in future years.

7) Continue facilities expansion and technology development. The Company will continue to modify and expand its production facility to accommodate growth in sales.

8) Acquire established companies and/or technologies when appropriate. The Company will continue to seek and acquire technology, products, and small businesses that facilitate its expansion.

"This is a very aggressive business plan that when carried out successfully will add significant shareholder value and grow Itronics into both a national supplier of specialty liquid fertilizers to large volume markets and a large silver refiner," said Dr. Whitney.

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 Nevada's leading "Beneficial Use Recycling" company and a world leader in photochemical recycling. The Company also 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 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.

(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.)