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Itronics GOLD'n GRO Sales Best Ever for the First Five Months of 2010

Growing, Expanding "Green" Natural Resources Company

RENO, NV, Jun 03, 2010 (MARKETWIRE via COMTEX) -- Itronics Inc. (PINKSHEETS: ITRO) (FRANKFURT: ITG) (BERLIN: ITG) reported today that its GOLD'n GRO fertilizer sales for April and May 2010 were up 20 percent over the same months in 2009. May sales were up 65 percent over May 2009.

GOLD'n GRO sales for the first five months of 2010 are up 1 percent and are the best ever in the Company's history for this time period. "The increase occurred despite very wet weather in the first three months of 2010 and demonstrates that sales growth is now back on track," said Dr. John Whitney, Itronics President.

"Fertilizer orders are expected to continue to be strong through June," said Dr. Whitney. "The spring season appears to be 6 to 8 weeks behind schedule, so sales could continue well into July."

Silver sales are still behind the same time period in 2009, but are now catching up with last year. The weather caused damage in the refinery has all been repaired and the refinery is now operating at full capacity. The high silver price and expected increases in output when the Stage 1 refinery expansion becomes operational are expected to boost sales strongly in the second half.

Itronics, through its subsidiary Itronics Metallurgical, is the inventor and operator of award winning recycling technology that converts spent photographic liquids into pure silver and GOLD'n GRO fertilizers. This technology has created a "Green Consumer Option" for photo and x-ray processors and "Green fertilizers" for horticulture and agriculture. The fertilizers incorporate the "essence" of green because of how they are sourced and because of their excellent performance in the field.

About Itronics

Headquartered in Reno, Nevada, Itronics is a Cleantech Specialty Fertilizer and Silver Company that produces the Award Winning 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, and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>, which provides a value-added WORLD VIEW of Gold Producer Stocks, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks.

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>

("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.)

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SOURCE: Itronics Inc.

Agriculture:Equipment and Supplies

Agriculture:Farming

Agriculture:Forestry

Retail:Consumer Interest

Lifestyle and Leisure:Home and Garden

Manufacturing and Production:Forest and Paper Products

Environment:Natural Resource Management