

Press Release Archives: 06/05/2003

Itronics Enters Joint Venture to Develop Combination GOLD'n GRO Liquid Fertilizer and Deer and Rabbit Repellent, a Multi-Million Dollar Market

RENO, Nev., June 5 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) reported today that its subsidiary, Itronics Metallurgical, Inc., has begun a cooperative effort in product development in a potentially significant new market. In collaboration with The North American Deer Management Network LLC, Itronics Metallurgical is developing the world's first single application fertilizer that at the same time serves to repel animals such as deer and rabbits.

Preliminary testing with several different blends of GOLD'n GRO fertilizer, combined with a proprietary animal repellent licensed exclusively to the Deer Management Network, has been completed and shows the products to be compatible, producing positive growth response from soil drench application to plants commonly used in landscaping where deer and rabbits are a problem, while simultaneously repelling, but not harming, the unwanted animals.

"Deer cause millions of dollars in damage annually to horticulturists, landscapers, farmers and homeowners, while also aiding the spread of the dreaded Lyme Disease," said Dr. John Whitney, Itronics President. "The new blend we are developing will not only provide seasonal nutrition to the plants but also protection from animals at a cost much lower than when fertilizer and animal repellent are applied separately."

Holly Ridge Nursery & Landscape Company, West Kingston, Rhode Island, (<http://www.hollyridgeonline.com/>), a founding member of the Deer Management Network, is managing this project for Itronics Metallurgical. The Deer Management Network, a rapidly growing consortium of more than 100 green companies (nurseries, farms, landscape construction companies) throughout the U.S., is engaged in protecting crops and ornamental plantings from costly damage by deer and rabbits, a growing national problem.

"We anticipate that a study of the new product will be undertaken at the University of Rhode Island, which would provide Itronics Metallurgical and the Deer Management Network with the criteria necessary to complete product registrations and to file for patents," Dr. Whitney said. "Potential users of the product include the entire landscape maintenance market, the nursery and greenhouse market, and the consumer retail marketplace."

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.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.hollyridgeonline.com/>

Web site: <http://www.itronics.com/>