

Press Release Archives: 06/12/2006

## **Itronics, Named an International Green Hero by Major Environmental Group, Proposes That Photographic Industry Become a World Leader in Environmental Improvements**

RENO, Nev., June 12 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that it has been named one of the world's first International Green Heroes by The Green Organization, an independent international environmental group, in a ceremony at Kensington Roof Gardens, London.

The Green Heroes shield is a new annual award presented exclusively to councils and companies that have not only won a Green Apple Award for environmental best practice, but have also demonstrated their commitment by helping others to follow their environmental lead.

The Green Organization is noted for recognizing, rewarding and promoting environmental achievements around the world. It is publishing The Green Book, the only global work of reference on environmental best practices, which will detail Itronics' achievements in extracting the silver and other heavy metals from spent photoliquids and converting the resulting demetallized liquid into award winning fertilizers marketed under the name GOLD'n GRO.

Roger Wolens, National Organizer of The Green Organization, said, "Itronics is one of our first Green Heroes and it fully deserves our recognition." Dr. John Whitney, President, Itronics, who attended ceremonies at The House of Commons to receive the Green Apple Award, said the new award "is further proof of the environmental contributions our Company is bringing to the marketplace."

"Itronics has gained significant international recognition for the environmental improvement program it has developed for the worldwide Photographic Industry. Itronics created the technology and is now offering the service of removing all non-nutrient metals, including silver, from used photoliquids and completely utilizing the remaining demetallized liquids in manufacturing environmentally beneficial liquid fertilizers," said Dr. Whitney. "This 'zero waste' technology is a major positive breakthrough for the 140-year old photographic industry and represents an excellent example of how technologies can be developed to enable industry to eliminate waste streams by converting them into usable goods."

The GOLD'n GRO fertilizers utilize new advanced crop nutrient technology that provides both economic and environmental benefits. Certain of the fertilizers are 2 to 3 times more effective than the fertilizers they are replacing. Because of this, up to two-thirds less fertilizer is required to obtain acceptable or improved plant nutrition. This reduces fertilization cost to the grower, important at a time when costs are increasing rapidly, and provides several environmental benefits including: (1) reduced risk of surface water contamination, (2) reduced risk of ground water contamination, (3) virtually eliminating application of non-nutrient metals to the land, (4) up to a 90 percent reduction in the amount of nutrient metal applied to the land. These economic and environmental benefits are obtained while maintaining or improving crop nutrition. A number of field trials have shown significant crop yield increases are obtained, a further economic and environmental benefit, because the land is not only cleaner, it becomes more productive.

"With Itronics' commercialization of this breakthrough 'zero waste' technology, and the GOLD'n GRO fertilizer technology, the Photographic Industry now has the opportunity to lead the way and become a truly 'Green Industry' and a world leader in improving the global environment and global agriculture," Dr. Whitney said.

### About Itronics

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. 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 5 troy ounce, 0.999 pure Silver Nevada Miner numismatic bars the Company offers are available at the "e-store" catalog at <http://www.itromet.com>.

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" Company and a world leader in photochemical recycling. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies. Itronics was awarded second place, Highly Commended in the Environmental Technology category, at the prestigious Institution of Chemical Engineers (IChemE) 2005 Worldwide Environmental Award ceremonies at the Royal Courts of Justice in London, England in September 2005. Itronics was awarded the USA Gold Award at the House of Commons in London in November 2005 as part of the International Green Apple Environmental Awards contest, one of the largest and most prestigious of its kind in the world, and the International Green Hero award in 2006 for its

leadership on environmental issues. Itronics' GOLD'n GRO fertilizer was named one of the top 10 new technologies representing the best of agricultural innovation by the Canadian Association of Agri-Retailers in its December 2005 publication "Communicator." Dr. John Whitney, Itronics President and founder, was selected a Nevada's Inventor of the Year and is a member of the Inventor's Hall of Fame at the University of Nevada, Reno.

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Source: Itronics Inc.