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Itronics GOLD'n GRO Fertilizer Sales Up 350 Percent in First Six Months of 2002

RENO, Nev.--(BUSINESS WIRE)--July 10, 2002--Itronics Inc. (ITRO - news) today reported sales of its GOLD'n GRO fertilizer by its subsidiary, Itronics Metallurgical, Inc., increased 350 percent in the first six months of 2002 compared to the same period last year. The GOLD'n GRO second quarter 2002 sales exceeded total GOLD'n GRO sales for the entire year 2001.

"Our GOLD'n GRO zinc fertilizer, a chelated liquid zinc micronutrient for general use in all horticultural and agricultural markets including cotton, soybeans and corn, is proving to significantly increase nutrient availability to the plants being fertilized, and is increasing our sales total significantly," said Dr. John Whitney, Itronics President. "We also are pleased to report that a new product, GOLD'n GRO 8-8-8, that we developed for the nursery market and for use in specialty agriculture, is performing well in field trials and will now be introduced in our California distribution network.

"We anticipate GOLD'n GRO sales to continue to increase for the balance of the year because of the success of our new fertilizer products," Dr. Whitney said. "We believe that silver sales, which we obtain from photowaste prior to manufacturing the fertilizers, will also increase in the second half of 2002, continuing the positive growth path being established by Itronics."

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 photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO. These liquid fertilizers, which also 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 development companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it specializes in recycling technology development, photobyproduct recycling, silver refining, and technical services for the mining and recycling industries. 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.

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(The statements in this news release that are not historical facts or statements of current status are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995 that involve risk and uncertainties. Actual results may differ materially.)