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Itronics Earth Friendly GOLD'n GRO Liquid Fertilizer Sales Up 44 Percent In Second Quarter; June Sales Increase 129 Percent

RENO, Nev., July 10 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) (<http://www.itronics.com>) today reported that GOLD'n GRO fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., increased 129 percent in June 2003 compared to the same month in 2002. GOLD'n GRO fertilizer sales for the second quarter of 2003 are up 44 percent compared to the previous year.

"Strong demand for our GOLD'n GRO chelated micronutrient products, which are used in all specialty agricultural markets including trees, vines and vegetables, is driving the sales growth," said Dr. John Whitney, President of Itronics. "We anticipate continued growth of GOLD'n GRO fertilizer as new products are introduced to the marketplace in the second half of this year."

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 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.

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.)

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