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### ***Itronics Increases Silver Content of Its Bullion by 50 Percent***

#### **A Major Improvement in Breakthrough E-Scrap Recycling Technology**

RENO, Nev., July 10, 2018 (GLOBE NEWSWIRE) -- Itronics Inc. (OTC:ITRO), a diversified producer of GOLD'n GRO zinc fertilizers and silver products and a green technology development Company, today reported that the silver content (as a percentage of total weight) of its last bullion shipment is 50 percent greater than the prior bullion shipment.

"This increased silver bullion content indicates that we are succeeding in optimizing the refining chemistry utilized in our 'breakthrough' e-scrap refining process," said Dr. John Whitney, Itronics President. "Our processing goal is to increase the silver content by another 35 percent, which should be realized in stages over the next two silver bullion shipments."

Itronics had previously announced that its technology recovers all of the copper, tin, silver, gold, and palladium (palladium is a Platinum Group Metal, PGM) carried on the discarded circuit boards being refined. The bullion content of these metals (except for silver) is remaining constant. The increase in silver is from higher silver content of the concentrates produced by the hydromet technology that is in pilot scale development. Further details will be provided in a future press release.

Itronics is now operating its breakthrough e-scrap refining technology, which processes circuit boards extracted from e-waste, on a pilot scale at its manufacturing plant in Reno, Nevada. The circuit boards are converted into silver bullion and silver-bearing glass which are sold, completely eliminating the waste from the environment by converting it to commercial products. Processing the circuit boards also produces "green energy," which reduces the power cost of refining by about 50 percent.

The Company plans to expand the refining capacity at the Reno factory in stages over the next three years to a much larger scale. Longer term, the Company plans to build an even larger e-scrap refining facility at the 48 acre, 54,000 square foot Wabuska Manufacturing site in northern Nevada, which it is acquiring.

Itronics has pioneered the development of value-added hazardous waste recycling that converts demetallized liquid photochemical waste into silver bullion and liquid ingredients used to manufacture the line of high quality GOLD'n GRO liquid fertilizers. Itronics is now pioneering and has achieved operational proof of concept for its second "Zero Waste" technology, the breakthrough e-scrap refining technology.

#### **About Itronics**

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Green Technology" Company which produces GOLD'n GRO specialty liquid fertilizers, silver bullion, and silver-bearing glass. The Company's goal is to achieve profitable green technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and uses of metals and minerals and by doing this maximize sustainability.

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts 100 percent of the spent photoliquids into GOLD'n GRO liquid fertilizers, silver bullion, and silver bearing glass. This is internationally recognized award winning "Zero Waste" Technology. The Company is developing a portfolio of environmentally beneficial "Zero waste" processing and mining technologies. Itronics has received numerous domestic and international awards that recognize its ability to successfully use chemical science and engineering to create and implement new environmentally green recycling and fertilizer technologies.

The Company's environmentally friendly award winning GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available at the Company's "e-store" on Amazon.Com. Due to expanded retail customer interest, GOLD'n GRO fertilizer may now be purchased in Reno, Nevada at the "Buy Nevada First Gift Shop" at 4001 S. Virginia St.

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