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Itronics Completes First Milestone in GOLD'n GRO GUARDIAN(TM) Deer Repellent Fertilizer

RENO, Nev.--(BUSINESS WIRE)--Itronics Inc. (OTCBB:ITRO - News; FWB:ITG) (BCN:ITG) reported today that its wholly-owned subsidiary, Itronics Metallurgical, Inc. has completed the first milestone which entailed the completion of a draft label. It is working on the second milestone in the process of registering its new GOLD'n GRO GUARDIAN(TM) liquid deer repellent fertilizer with the U.S. Environmental Protection Agency(EPA). Samples to be used for testing have been prepared and submitted to a testing laboratory to perform the required tests under the supervision of the Company's consultants. The testing is expected to be completed within 90 to 120 days.

The Company now believes that it is on schedule to complete the entire registration process late in the first quarter or early in the second quarter of 2008. The Company is developing plans for manufacturing and marketing GOLD'n GRO GUARDIAN(TM), and is targeting a sales launch in the second quarter 2008.

"In parallel with the registration process, the Company has reached agreement to enter into a long term supply arrangement with a large foreign manufacturer of the repelling ingredient," said Dr. John Whitney, Itronics President. "Having an agreement for reliable supply of a critical ingredient, which is not manufactured within the United States, should make it easier to ramp up manufacturing and sales once the registration process is completed."

The GOLD'n GRO GUARDIAN(TM) repels deer without harming them while it also improves the growth of the fertilized plants. The treatment is systemic, which means that the repelling characteristics are taken into the plant and do not wash off when it rains. Field tests have shown that plants treated in the fall will retain their repelling characteristics during the winter, a major benefit.

The national annual market for deer repellent products is growing rapidly and is estimated to exceed \$50 million. Deer damage in the United States is a large and growing problem. According to a report by Cornell Cooperative Extension, Ithaca, N.Y., the deer population has grown from 500,000 nationwide in the early 1900's to more than 15 million today. Annual estimates of deer damage are reported to exceed \$2 billion nationwide, including more than \$100 million in agricultural crop damage, and more than \$250 million in damage to metropolitan households, including landscape plantings. The company has not identified any significant competition to its GOLD'n GRO GUARDIAN(TM) to combat the growing problem associated with deer damage.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant located in the United States which can convert used photoliquids into pure silver and liquid fertilizers. At the Company's Reno, Nevada factory more than 99 percent of the silver and virtually all the other toxic heavy metals are extracted from used photoliquids. The purified liquids are converted into environmentally beneficial, chelated, micronutrient and multinutrient liquid fertilizers sold under the GOLD'n GRO trademark. The silver is refined and sold as bullion and 5 troy ounce, 0.999 pure, Silver Nevada Miner numismatic bars. 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 Silver Nevada Miner bars are available at the Company's '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. The Company also provides project planning and technical services to the gold mining industry and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>, which provides a WORLD VIEW of Gold Producer Stocks and Junior Gold Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new recycling and fertilizer technologies.

("Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains or may contain forward-looking statements such as statements regarding the Company's growth and profitability, growth strategy, liquidity and access to public markets, operating expense reduction, and trends in the industry in which the Company operates. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements to reflect actual results, changes in risks, uncertainties or assumptions underlying or affecting such statements, or for prospective events that may have a retroactive effect.)

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