

Press Release Archives: 08/07/2003

Itronics GOLD'n GRO Liquid Fertilizer and Deer and Rabbit Repellent Product for Turf and Ornamental Markets in Combination Packages Is Now Available on the Internet

RENO, Nev., Aug. 7 /PRNewswire-FirstCall/ -- Itronics Inc. (BULLETIN BOARD: ITRO) announced today that its subsidiary, Itronics Metallurgical, Inc., in association with The North American Deer Management Network LLC, is offering trial kits of a combination of GOLD'n GRO liquid fertilizer and deer and rabbit repellent for use on turf grass and ornamental plants. The fertilizer/repellent products will be marketed as a new line of GOLD'n GRO products under the trademark GOLD'n GRO GUARDIAN.

Rabbits and deer damaging crops and landscaping is a multi-million dollar problem nationwide. The new products offered will repel, but not harm, the animals and will assist the growth of the plants.

Itronics Metallurgical entered into a cooperative agreement in June 2003 with the North American Deer Management Network, LLC to develop and market a line of fertilizer/systemic animal repellent products for the landscape maintenance, nursery grower, wholesale/retail and consumer retail markets. Howland S. Green, President of Holly Ridge Nursery Company (<http://www.hollyridgeonline.com/>), West Kingston, Rhode Island, the founding member of The North American Deer Management Network (<http://www.deerproofing.com/>), and developer of Mir-Repel, a successful systemic deer and rabbit repellent, is managing the project.

After achieving successful results in tests, Holly Ridge has developed a Web site (<http://www.mirrepel.com/>) which details all key information including interim study results, photographs of actual results, and links for purchasing GOLD'n GRO fertilizer and trial kits of GOLD'n GRO GUARDIAN.

"Initially the GOLD'n GRO GUARDIAN will be sold in a combination package, with the GOLD'n GRO fertilizer and the Mir-Repel in separately labeled packages. Detailed mixing and application instructions will be included. This allows us to provide GOLD'n GRO GUARDIAN while the combined product is being tested and registered for broader consumer use," said Mr. Green. "GOLD'n GRO GUARDIAN is being successfully field tested in seven Eastern states by member companies of The North American Deer Management Network. Interim trial results indicate a treatment is effective for two months."

Mr. Green said that "Holly Ridge Nurseries has replaced its conventional fertilization programs with GOLD'n GRO and results are superior by any method of comparison. GOLD'n GRO is injected directly into the nursery irrigation system, saving time and money. The landscape division now uses GOLD'n GRO and GOLD'n GRO GUARDIAN on every completed planting project. Use of the products reduces transplanting shock and produces a dramatic fertilization response in the treated plants."

"Holly Ridge Nursery is funding a detailed effectiveness study that is being conducted by the University of Rhode Island that will cover one full growing season. Results will be utilized to support product registration applications and to complete patent applications. Holly Ridge Nursery is also funding the commercial trials which are underway in various locations," said Dr. John Whitney, President of Itronics. "This is a significant plus for Itronics because it provides a direct marketing and sales presence for the professional Landscape Nursery and Landscape Management markets in the northeastern U.S. and it allows development of the animal repellent market nationwide."

Itronics Metallurgical, Inc. is now registering the GOLD'n GRO products in Connecticut, Rhode Island, Massachusetts, Pennsylvania, New York, Delaware, New Jersey, and Maryland. Holly Ridge Nurseries is assisting in developing a GOLD'n GRO and GOLD'n GRO GUARDIAN marketing and sales plan for the Nursery and Landscape Management markets in the northeastern U.S. to be initiated in early 2004.

Holly Ridge Nursery Company (<http://www.hollyridgeonline.com/>) based in West Kingston, Rhode Island is the founding member of the North American Deer Management Network (<http://www.deerproofing.com/>). The North American Deer Management Network is a rapidly expanding consortium of more than 100 green companies (nurseries, farms, landscape construction companies) throughout the United States engaged in the business of protecting crops and ornamental plantings from costly deer and rabbit browse. With 12,000 properties under management through its franchised members, the organization serves a growing clientele of homeowners and institutions that share this worsening problem.

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 has become 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.)

CONTACT: Paul Knopick, +1-888-795-6336, for Itronics Inc.

Web site: <http://www.deerproofing.com/>

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