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GOLD'n GRO Guardian Deer Repellent, Unique Product to Attack Multi-Billion Dollar Problem, Available in Four New States

RENO, NV--(MARKET WIRE)--Aug 7, 2008 -- Itronics Inc. (OTC BB:ITRO.OB - News) (Frankfurt:ITG.F - News) (Berlin:ITG.BE - News) today reported that registration has been successful in Colorado, Massachusetts, New Jersey and Maryland for Itronics Metallurgical, Inc. GOLD'n GRO Guardian Deer Repellent, a unique product that repels the animals while fertilizing plants simultaneously. Itronics previously announced registration in Nevada, Utah and Rhode Island.

GOLD'n GRO Guardian Deer Repellent is registered for use on non-food crops, landscape plants, and non-bearing trees and vines. GOLD'n GRO Guardian is a systemic product and the treatment lasts up to three months. It protects the plants without harming the deer. Sales can only be made in those states where the product is registered.

"A recent report on ABC News, available at Yahoo at <http://www.yahoo.com/s/926193>, details the multi-billion dollar damage, including suburban landscapes, Lyme disease spread by deer ticks, and more than a million traffic accidents annually, caused by 30 million deer throughout the U.S.," said Dr. John Whitney, Itronics President. Itronics Metallurgical is planning to sell GOLD'n GRO Guardian Deer Repellent to Landscape Maintenance businesses that have licensed pesticide spray divisions and to other business that are licensed for spraying pesticides. Sales will also be made to plant and tree nurseries.

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Environmental Technology" company. Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that can convert used photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company also provides environmentally compatible mining technology development, project planning, and technical services to the gold mining industry and operates the popular InsideMetals.com web site, <http://www.insidemetals.com>, that provides a value-added WORLD VIEW of Gold Producer Stocks, Mineral Producer Stocks, Junior Gold Stocks, and Junior Mineral Stocks. Itronics has received numerous domestic and international awards that recognize its ability to successfully create and implement new environmentally compatible recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers can be used for lawns and houseplants, and are available, along with 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>.

VISIT OUR WEB SITE: <http://www.itronics.com>

("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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Source: Itronics Inc.