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Itronics Finalist for One of World's Most Prestigious Environmental Awards

RENO, Nev., Aug. 9 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that it is on the brink of success in an international competition to find the greenest companies in the world. Itronics is on the short list for Final Judging for the Green Apple Environmental Awards, prestigious environmental awards presented each year at a ceremony at the House of Commons in Parliament in England.

The Green Apple Awards have been presented to the "greenest" companies, communities and countries in the world for 11 years. This is believed to be the biggest and most extensive contest of its kind in the world. The contest is conducted by The Green Organization, an independent, non-political, non-activist, non-profit environmental group dedicated to recognizing, rewarding and promoting environmental best practices around the world.

The awards are supported by a number of professional bodies and organizations dedicated to environmental improvement. National organizer Roger Wolens said it is a "tremendous achievement to reach the finals, as the competition gets tougher and more fierce every year. Contenders are continually reaching new levels of environmental success and this campaign helps and encourages others to follow their good example, with the aim of improving our environment for generations to come."

The following is extracted from the submission for Itronics:

Dr. John Whitney had been told by a major photochemical manufacturer that what he proposed to do was impossible; that a lifetime of work had convinced this manufacturer that stripping metals out of photowastes and producing quality fertilizer from what remains was too difficult to be accomplished.

The dream had started in 1986 when the State of Nevada asked Dr. Whitney to assist in solving damage to aquatic life in the Truckee River, caused by silver leaking out of a sewage treatment plant that was receiving an excess volume of photochemicals bearing silver and other toxic metals from photo and X-ray processing labs. That was the beginning of Itronics Inc., Reno, which Dr. Whitney has developed into the world's only photochemical recycling company with a brand-new, first-of-its kind factory in Stead, Nevada.

It took 12 years of work and \$6 million to develop the proprietary process that extracts virtually all the silver and other toxic heavy metals from photowastes and converts the resulting demetallized liquid into a line of environmentally beneficial liquid fertilizers called GOLD'n GRO and sold to golf courses and large horticultural businesses in the West under the Itronics Metallurgical banner. The money was raised from the private sector and from personal sacrifices from Company management. These fertilizers have proven successful on watermelons, plums, corn, alfalfa, grapes and fruit trees and many other crops.

Why do it? The challenge. The opportunity to do something major for mankind. The chance to market a very profitable fertilizer.

Dr. Whitney is solving a major environmental concern that, according to the U.S. Environmental Protection Agency, in the 1990's represented 40 percent of all toxic liquid waste produced in the U.S. America is estimated to produce about 100 million gallons of liquid photowaste annually from photo labs, printers and X-ray machines.

Said a recent major agricultural columnist about Dr. Whitney: "Transformation of the environmentally distasteful residue is an accomplishment in its own right, but providing a positive benefit for healthy grass on golf courses, parks, cemeteries, athletic fields and residential settings makes it a double winner."

This accomplishment was recognized by the publication Chemical Engineering, which named Itronics one of the five finalists for its prestigious Kirkpatrick Award which, every two years, salutes the most noteworthy chemical engineering technology to have been commercialized anywhere in the world during the preceding two years. The award has previously been given to such major chemical process innovations as the establishment of the petrochemical industry, the Manhattan Project in World War II, Kellogg's ammonia technology, and Union Carbide's low-pressure polyethylene (plastic). Dr. Whitney has been named Nevada's inventor of the year and was selected for the Inventor's Hall of Fame at the University of Nevada, Reno.

Who benefited? Our environment. Dr. Whitney has shown how to take toxic waste and turn it into an environmentally beneficial product. The long-term benefits are obvious. The project is so innovative that only one company, one person, in the world has accomplished this.

About Itronics

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with a "Beneficial Use Photochemical, Silver, and Water Recycling" facility that extracts more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and converts the resulting liquids into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the GOLD'n GRO trademark, 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 Nevada's leading "Beneficial Use Recycling" company and a world leader in photochemical recycling. The Company also 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.

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Source: Itronics, Inc.