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Itronics GOLD'n GRO Liquid Fertilizer Sales Up 329 Percent

RENO, Nev.--(BUSINESS WIRE)--Aug. 12, 2002--Itronics Inc. (ITRO - news) today announced that GOLD'n GRO fertilizer sales by its subsidiary, Itronics Metallurgical, Inc., increased 329 percent in the first seven months of 2002 compared to the same period last year.

"We have had a number of positive steps forward with our products in recent weeks," said Dr. John Whitney, Itronics President. "This includes the first truck load delivery of our new product, GOLD'n GRO 6-12-9, which is used in the nursery, turf and ornamental markets. Because of its excellent performance, we are introducing this product into our California distribution network for specialty agriculture. More than half of July's sales were in the turf and ornamental markets, demonstrating both the quality of our product and the strength of the marketing strategy that we are implementing."

Itronics also reported that GOLD'n GRO Zinc, a chelated liquid zinc micronutrient introduced in 2001 for the specialty agricultural market, has been registered for bulk sale in Idaho through its retail distribution network. Farmers in southern Idaho grow significant amounts of potatoes, sugar beets, alfalfa seed, bluegrass seed and hops. Previously, all Itronics' products were registered for sale in Arizona, California, Nevada and Hawaii.

"We are especially pleased that in a field trial for table grapes, our zinc product produced a five percent increase in yield. Based on a \$7.50 per acre increase in cost, we produced a \$325 per acre increase in production value. There is a modest cost involved in using GOLD'n GRO, but this is more than offset by the high monetary return generated by even a small increase in crop yield," Dr. Whitney said. "We are confident that our field trial and field use results are providing strong incentives for growers to use our products."

Itronics Metallurgical sells its earth friendly GOLD'n GRO liquid fertilizer, which can also be used for lawns and houseplants, and its popular Silver Nevada Miner bars, a souvenir of the Silver State, through its shopping cart catalog at the Company's Web site: <http://www.itronics.com>.

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 photowaste and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO.

Itronics Inc. is one of Nevada's leading process technology development companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it specializes in recycling technology development, photobyproduct recycling, silver refining, and technical services for the mining and recycling industries. 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 award in the chemical process industries worldwide.

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