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**Itronics Announces Launch of 'InsideMetals.com,' an Internet Portal That Provides Stock Brokers, Financial Advisors, and the Investing Public With Key Information on U.S. Listed Gold Mining Companies**

RENO, Nev., Aug. 23 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt and Berlin Stock Exchanges: ITG) reported today that its wholly-owned subsidiary, Whitney & Whitney, Inc., has launched "InsideMetals.com," its new information portal at <http://www.insidemetals.com> . The web site offers detailed financial, production, and ore reserve information and numerous other features on U.S. listed gold, silver, platinum and palladium producing companies.

"InsideMetals.com" presents in depth content and is organized to provide convenient access to detailed company information for use by everyone from the average investor to sophisticated stock brokers and fund managers. It is designed to be fast and easy to use with a primary objective of saving time for busy investors, business managers, stock brokers, financial analysts and government administrators who will need this type of up-to-date, thorough information," said Mike Mapa, Editor.

"We provide investors the most comprehensive news, key financial and other data, presentations and profiles on selected U.S. listed gold mining companies," Mr. Mapa said. "This makes our web site the number one stop for those interested in investment in gold mining stocks."

The data for individual companies and for all of the companies on each exchange are summarized so comparisons can be made between financial performances, audited year end reserves, and annual production. Also featured are industry production and reserve tables that summarize the production and economics for the companies listed on the New York Stock Exchange, the American Stock Exchange, and the NASDAQ. Access to this information is expected to save subscribers dozens of hours of research.

More information about InsideMetals.com can be found at <http://www.insidemetals.com> . Information may also be obtained by calling Whitney & Whitney, Inc. at 775-689-7666.

About Itronics

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 and operates the global Internet Information Portal, <http://www.insidemetals.com> . 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.

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.